



# In the Digital Age

**All Companies, Organizations & Executive Teams Share  
Key Risks: Financial, Cyber, and Supply Chain**

Terry Roberts, Founder & CEO WhiteHawk Inc.

May 2024

# 2024 Testimony: FBI Director Wray issues stark warning on growing threat posed by Chinese cyberattacks targeting U.S. Critical Infrastructure

## China's Intentions:

- Positioning themselves within American infrastructure, preparing to unleash havoc and cause real-world harm to American citizens and communities when they deem it necessary to strike.
- Specific targeting of critical infrastructure in the U.S., including:
  - Water treatment plants
  - Electrical grids
  - Oil and natural gas pipelines
  - Transportation systems

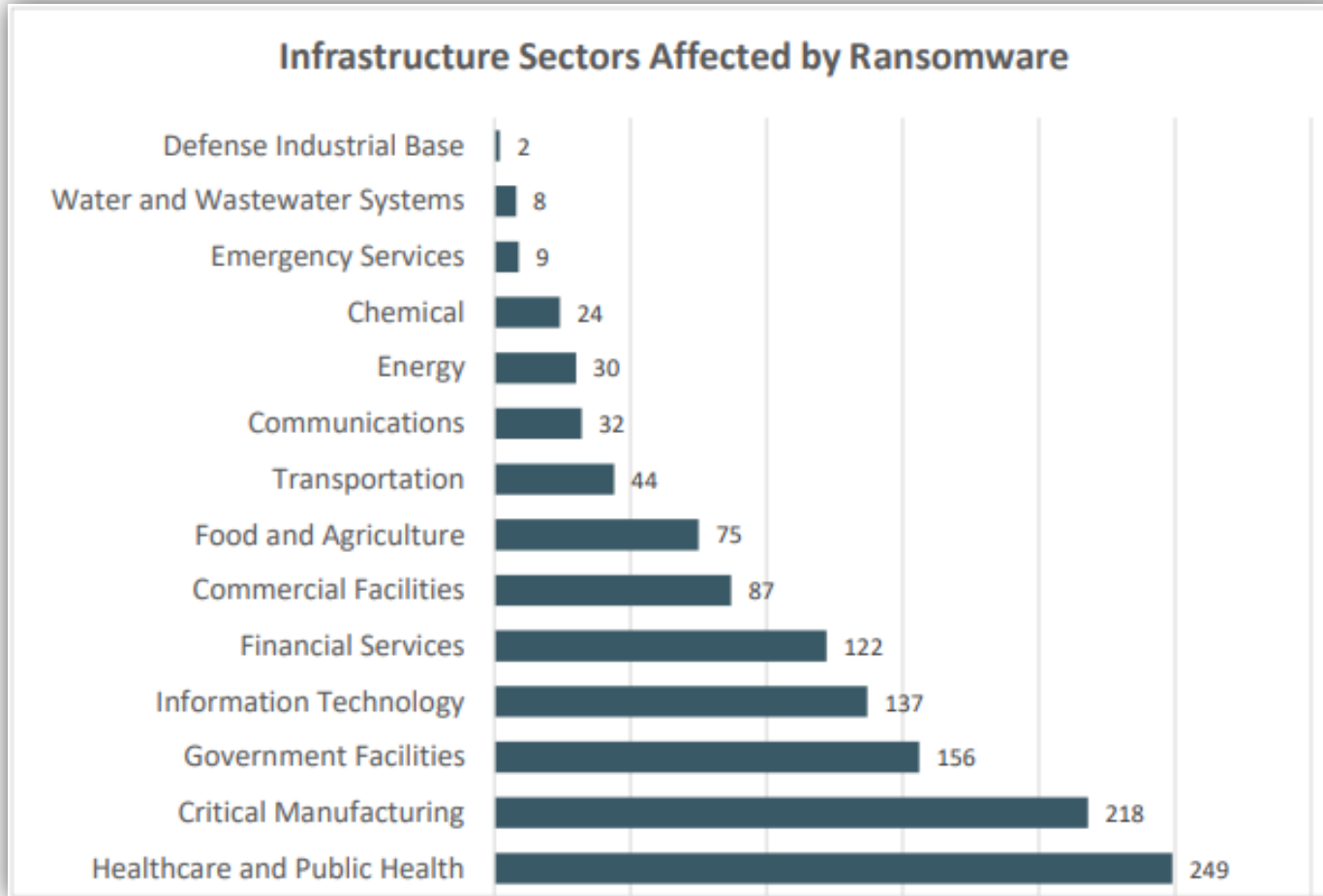
## Risk to Every American:

- The risk posed by these cyberattacks requires immediate attention.
- The potential consequences for every American are significant.
- The imperative to safeguard critical infrastructure against cyber threats.

Source: [Executive Summary - China: The Risk to Corporate America — FBI](#)



# 2023 U.S. Critical Infrastructure (CI) Threat Landscape



**FBI IC3 Report on 2023 – \$12.5 B in Reported U.S. Losses, to include:**

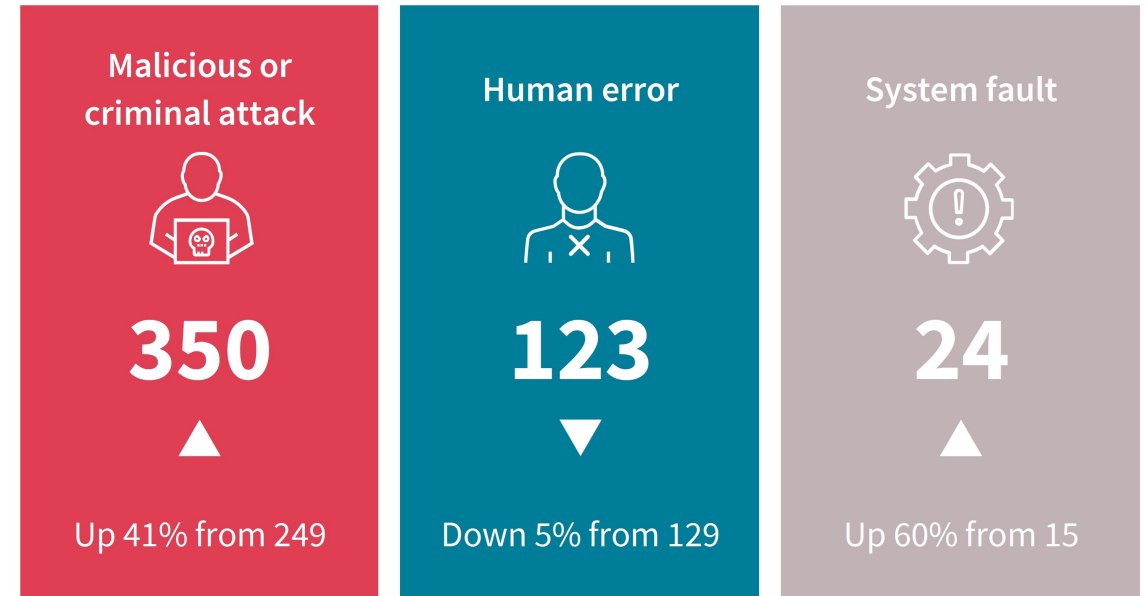
- Business Email Compromise – \$2.9B
- Phishing Victims – 298,878
- Personal Data Breach – 58.859
- 2,825 reported ransomware, losses of over \$59.6M
- 1,193 reports from critical infrastructure sector organizations who were victims of a ransomware attack

FBI Report:  
[Internet Crime Report 2023](#)

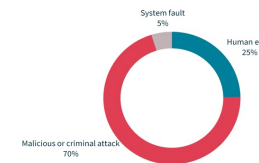
# Australia Threat Landscape

## Key findings July - December 2023 reporting period:

- **497 major breaches** were reported compared with 393 in January to June 2023 – a 26% increase.
- **41% increase in data breaches resulting from malicious or criminal attacks.** Malicious or criminal attacks accounted for 350 notifications – 70% of all notifications.
- **Human error** caused 123 notifications (25% of all notifications), **down 5% in number from 129.**
- Of all sectors, **health care reported the most breaches (71)**, followed by finance (68).
- **Contact information remains the most common type of personal information involved in breaches.**

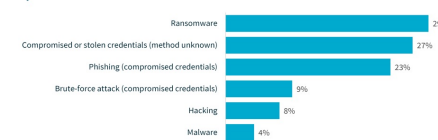


Sources of data breaches



45% of all data breaches resulted from cyber security incidents (222 notifications)

Cyber incident breakdown



Top causes of human error breaches

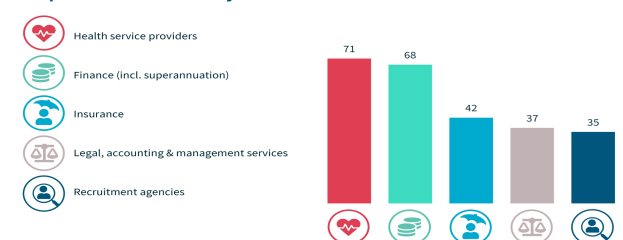


## Snapshot

↑ **497** notifications  
Up 26%



Top 5 sectors to notify data breaches



# Cyber Risk/Threat AI-as-a-Service (AlaaS) Actionable Analytics

*Basic AI/ML to Intermediate-Advanced-Predictive AI to Generative AI*

## Operationalizing Cyber AI Automaton to Drive Resilience



**Fast-Track Big Data Collection,  
Correlation and Prioritization**



**Receive Actionable, Prioritized  
Analytics, Reporting,  
Strategies**



**Automate All Key Deliverables  
to Focus Workforce on the  
Mission Impact**

*Cutting-edge AI tools sift through vast global datasets to bring the most relevant analytics tailored to your  
College – University Sector Risk to Resilience Needs*

# WhiteHawk Cybersecurity Exchange - WHK

## ***Problem:***

*How to enable all businesses/organizations globally - to continuously Identify and Mitigate their key Digital Age Risks within budget*

## ***Solution:***

- *Automate and scale Cyber Compliance, Maturity and Resilience for Enterprises, Supply Chains and Critical Infrastructure Sectors*
- *Fully leverage Publicly Available Big Data, AI/ML Risk/Threat Analytics, comprehensive assessments, online interactive accounts and virtual consults*

*Transition from Traditional Cybersecurity to Automated Cyber Risk to Measurable Resilience*

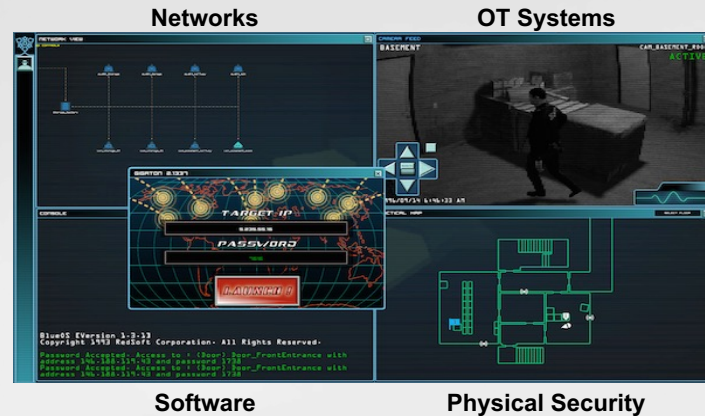
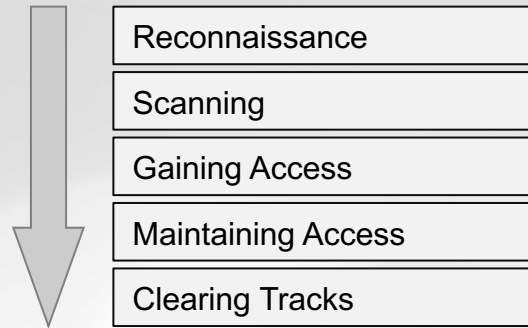
# From Manual Cyber Compliance to Automated Cyber Resilience

- Commercial Cyber Risk Monitoring, Automated Reporting & Portfolio Analytics
- Anyone can buy Credit Monitoring & Reporting on any Legal Entity in the world
- Now anyone can buy Cyber Risk Monitoring & Reporting on any Entity
- **An 80% view of Cyber Compliance, Maturity, Risk & Threat within 24 to 72 hours**
- Financial/Insurance/Security Sectors do this today, across millions of businesses



# SaaS Product Line Foundations: Automated & Scalable

*Annual/Continuous Hacker View of an Enterprise, Suppliers or Critical Infrastructure via Publicly Available Big Data & AI Analytics*



Open Data Sets



AI and Machine Learning



Cyber SaaS and PaaS



*Continuously Vetting, Integrating & Offering Next Generation Partner Solutions*

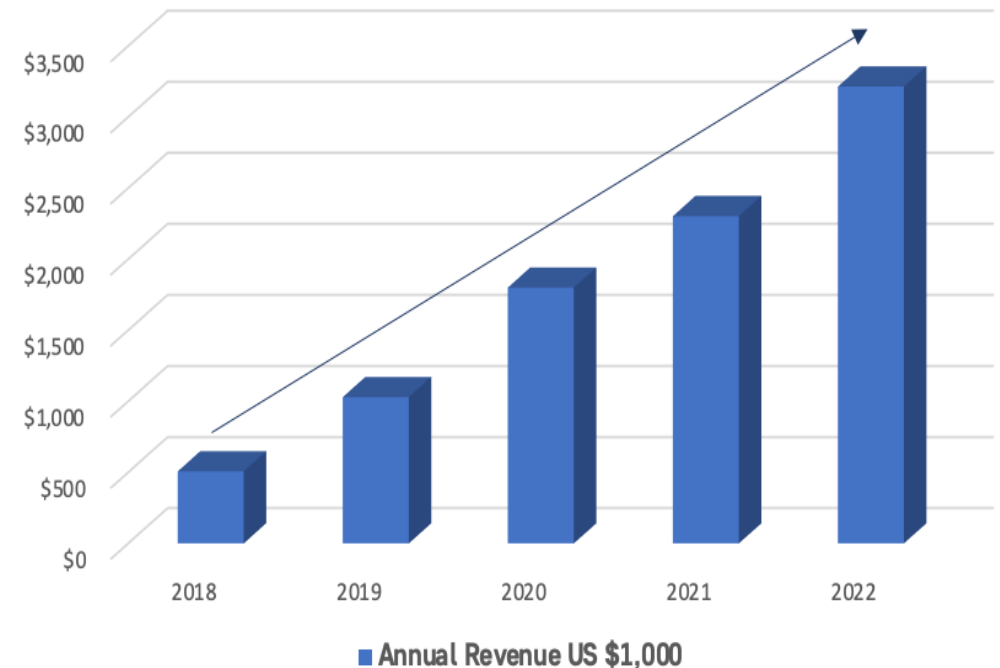


# Revenue and Pipeline Growth Year Over Year

*Throughout the Pandemic, Continued to Grow Even as Government and Commercial Organizations Delayed Procurements*

- Double digit growth year over year 2018 to 2022
- 2023 revenue flatlined at US\$3M due to new contract award delays
- 2024 Active Pipeline:
  - Cyber Risk Radar: **US\$12.5M**
  - Cyber Risk Program: **US\$5.1M**
  - WHK Marketplace & SME Services: **US\$4M**

**Continuing to generate new opportunities via referrals, partners, & sales channel campaigns**



# Corporate Snapshot



ASX Ticker  
**WHK**



Shares on issue  
**462.4 m**



Last share price  
**A\$0.016**



Undiluted Market cap  
**A\$7.4m**



Net Cash  
**~ A\$964k**  
as of 31 Mar 2024



Listing Date  
**24 Jan 2018**

All figures are as of 23 April 2024 unless otherwise noted

Top 5 Shareholders	% Shares Outstanding
Terry Roberts	4.87%
Lind Global Fund II LP	4.07%
BNP Paribas Nominees Pty Ltd ACF CLEARSTREAM	2.78%
S3 Consortium Holdings Pty Ltd	2.58%
Aymon Pacific Pty Ltd	1.41%
<b>Top 5 Shareholders</b>	<b>15.72%</b>
<b>Top 20 Shareholders</b>	<b>29.00%</b>
<b>Directors &amp; Associates</b>	<b>6.66%</b>

# Business Objectives 2024

Execute on near-term Federal, State & Local wins with Peraton & Carahsoft. Build new 2024 opportunities based upon proven combined capabilities. Team with Peraton Labs Analytics.

Fully leverage 2024 Critical Infrastructure Risk Assessment Proofs of Value to engage at the State & Local level in the U.S. & AU – demonstrating impact, scalability & cost-effectiveness.

Grow Consulting Firm business partnerships via proven, automated Cyber Risk Product Lines for their Enterprise, Supply Chain, Gov't & Critical Infrastructure Clients.

Retain, advance & grow current Cyber Risk Radar & Cyber Risk Program contracts across current pipelines as baseline recurring revenue & product improvement.

*Optimize Company financial position with recurring revenue from SaaS annual subscriptions of WHK & Partner Solutions*

# 2024 Objectives, Pipeline & Projections



## Projections

2024 revenue projections on track with current contracts, active, broad Commercial Pipeline and Government RFPs



## Customer Renewal

- 80% or greater
- Retaining Clients for 2-4years



## New Sales Bookings

- US\$20M Pipeline to achieve growth benchmark \$5.5M
- Cyber Risk Radar US\$12.5M || Cyber Risk Program US\$5M
  - Peraton Pending RFP Awards WHK US\$4.2M



## Employee Retention

- Maintain current excellent employee retention of 80%-90%
- Conversion of proven Interns to Full-Time
- Recruiting of new Cyber Interns



## Existing Customer Upsell/Cross-sell

- Federal Government CISO US\$700K
- Commercial CISOs US\$1.5M
- Manufacturers US\$1M || Consulting Groups US\$250K



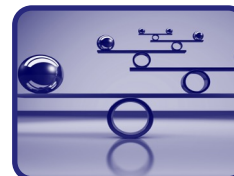
## Product Roadmap Delivery

- Advancing roadmap w/theme on automation and scalability
- Delivering Integration with advanced cyber risk partners
- Automated Compliance Mapping into Action Plans



## Enterprise Marketing & Branding

- Go-To-Market Strategy Mapping Product Lines to Target Clients
- MSPs, Banks, Insurance Groups, Federal, State & Contractors
- PR, IR & Digital Marketing Campaigns in U.S. & Australia
- Cyber, Innovation, Zero Trust/CMMC 2.0 Thought Leadership



## Customer Needs Alignment

- Tailoring of platforms to meet evolving requirements
- Continuous advancement of platform features and new product lines

**Majority of Security Contracts Prohibit the Open Naming of the Client**

# 2024 Sales Pipeline & Sales Channel Overview

## 1. SALES CHANNEL THROUGH CURRENT ENTERPRISE CLIENTS

- Enterprises – Manufacturing; DIB; Financial Sector; MSP
- Current Global Consulting Group Partners

## 2. GOVERNMENT RFI'S/RFP'S IN PARTNERSHIP WITH FEDERAL PRIMES PERATON, AWS, D&B, CTG FEDERAL (CMMC 2024)

- Cyber Risk Monitoring Market Survey and Proposal
- Cyber Supply Chain Risk Management (C-SCRM) Requests for Information/Proposals
- Supply Chain Risk Management Sources Sought, Requests for Proposals, IRAD w/ Peraton

## 3. STATE & LOCAL & UNIVERSITIES

- University System Cyber Risk Program, Proposal & Contracts & new pipeline via CAUDIT
- New pipeline across U.S. & Canada State & Local via Carahsoft
- Wisconsin, City of Kansas City, Arizona, Atlanta & Colorado VRM Cyber Risk Radar & Enterprise Cyber Risk Program

## 4. CYBER RISK REPORTING & SERVICING BUSINESS CLIENTS VIA SAAS & PAAS

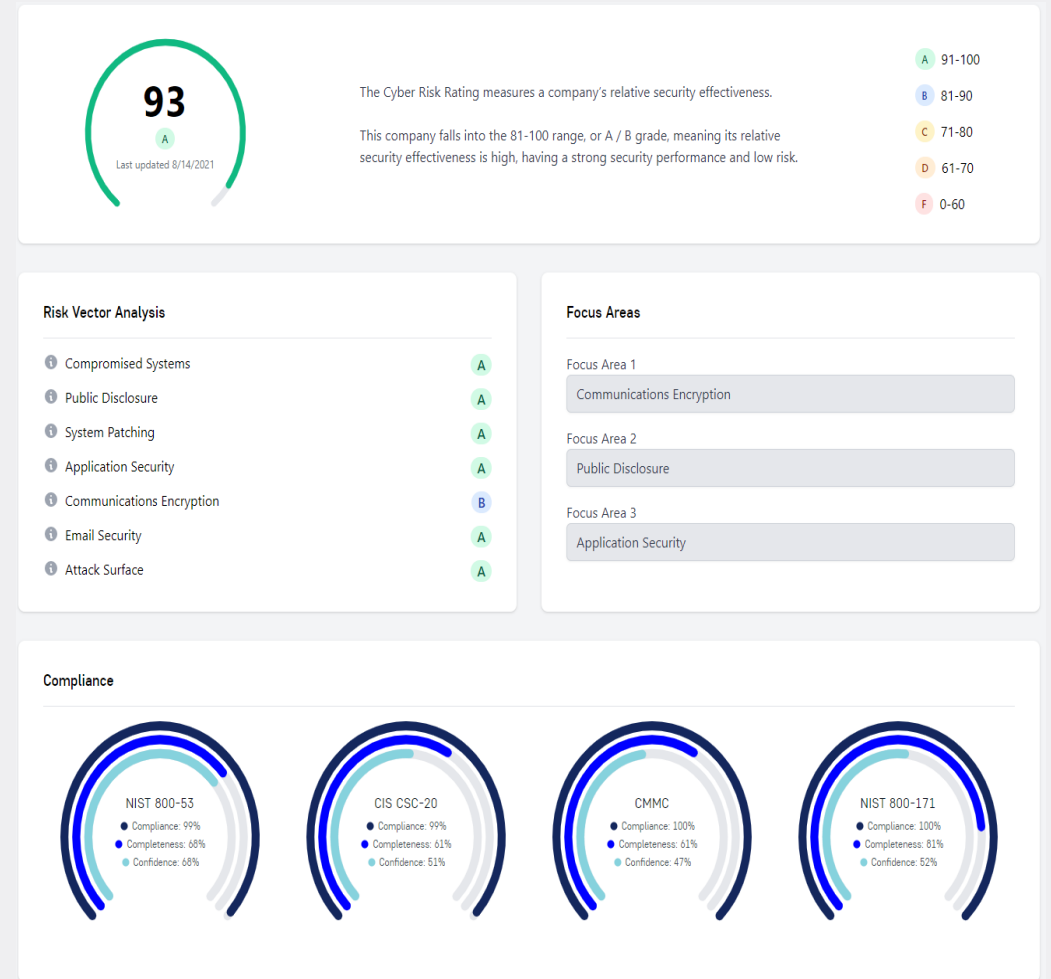
- Financial Firms and Insurance Firms
- MSP's

## 5. CONSULTING GROUP PARTNERSHIPS & POV'S FOR NEW PARTNERSHIPS

- BCG & Aniza Cyber Risk Programs
- Lockhaven Solutions, 8 Degrees East, Fellsway Group

# AI/ML Based Cyber Risk Monitoring & Automated Analytics

- External Collection of Publicly Available Datasets
- Prioritized Analytics and Technical Findings of Risk, Threat, Maturity, Compliance, FAIR
- Map limited resources and policies to prioritized issues
- No more guesswork



# Business Risk Monitoring: Supply Wisdom, Interos, D&B

Track and Be Alerted for a Vendor's Financial, Operational, Governance, and People Risks

## Executive Summary

### Risk Snapshot

Manager Category	Q4 2020		Q1 2021		22-Jun-2021
Composite Risk	N/A	⬇️	4.10	⬆️	4.14
Financial Risk	N/A	⬇️	5.30	⬇️	5.30
Solutions Maturity Risk	N/A	⬇️	2.49	⬆️	2.59
People Risk	N/A	⬇️	4.45	⬇️	4.45
Client Risk	N/A	⬇️	2.65	⬇️	2.65
Governance, Regulatory & Compliance Risk	N/A	⬇️	4.00	⬆️	4.10
Cyber Security Risk	N/A	⬇️	4.80	⬇️	4.80

### Latest Alerts

#### Latest Alerts

June 19, 2021	Info	June 15, 2021	Info	June 15, 2021	Info	June 15, 2021	Info	June 11, 2021	Info
Accenture - Plans to Acquire Extion Consulting		Accenture - Appoints Nicole Van Det as Country Managing Director, Effective July 1, 2021 - Netherlands		Accenture - Pland to Acquire Umlaut		Accenture - Pland to Acquire Engineering Capabilities from DI Square		Accenture - Appoints Mauro Macchi as Chief Executive Officer - Italy	

#### Immediate - Alerts

April 28, 2021 **Immediate**  
 Technology Companies - Report Service Disruption as Workforce Struggle Amid Deadly Triple Mutant of COVID-19 - India

#### High - Alerts

Oct. 11, 2017 **High**  
 Accenture's Sensitive Data Exposed due to Unsecured Servers

#### Medium - Alerts

Sept. 2, 2020 **Medium**  
 Update 2: IT Services Companies - H-1B Visa Denial Rates Continue to Remain High

#### Low - Alerts

April 9, 2021 **Low**  
 Accenture - Multiple Lawsuits Filed Against the Company for the Week of April 09, 2021

# Critical Infrastructure Cyber Risk Management Framework



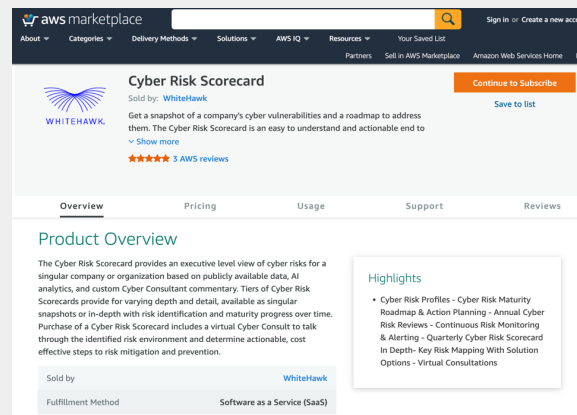
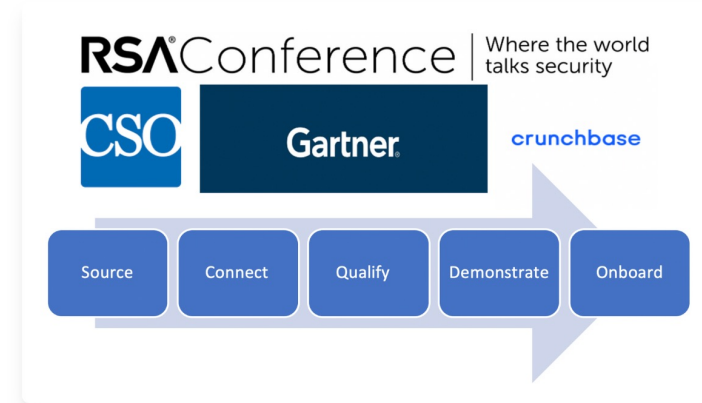


# 200+ Innovative Solution Partners & Channels



## WhiteHawk Enterprise Solutions Lead Sources & Process

- ✓ Since 2015, WhiteHawk has vetted 1 to 2 Innovative Cyber Companies every week for cutting edge impact, scalability, ease of implementation and affordability.
- ✓ WhiteHawk's end-to-end qualifying process ensures that our enterprise solutions are the optimal fit for our clients and partners business and performance needs.
- ✓ We focus on next generation cyber, risk and analytics platforms, solutions and frameworks.



# WHK Product Lines Mapped to Government Functions

*Government Cyber Mission Need Addressed by Tailored, Automated, Scalable Solutions*

Premise: Fully leverage next generation, proven Cyber Risk/Threat commercial capabilities to efficiently address Cyber Gaps

- **Federal, State & Local Enterprise-Wide Resilience**
  - [Cyber Risk Program](#)
- **Federal, State & Local Supply Chain Risk Prioritization & Management**
  - [Cyber Risk Radar](#)
  - [D&B Investigate](#)
- **Federal, State & Local Critical Infrastructure Risk Prioritization Mitigation Cyber Risk PaaS**
  - [Cyber Risk PaaS](#)
- **Federal Adversary Cyber OOB Baseline API for Targeting**
  - [Cyber Risk Scorecard](#)

# Additional Information & Resources

[www.whitehawk.com](http://www.whitehawk.com)

- [WhiteHawk Cyber Risk Journey](#)
- [WhiteHawk Cyber Risk Radar](#)
- [WhiteHawk Cyber Risk Scorecard](#)
- [WhiteHawk Cyber Risk Program](#)
- [WhiteHawk Cyber Risk PaaS](#)
- [WhiteHawk Innovative Vendor Partners](#)
- [WhiteHawk Business Risk Suite](#)
- [WhiteHawk CMMC](#)

# The Team

**Terry Roberts, CEO, President and Founder**

A global risk analytics, cyber intelligence and national security professional with over 20 years of Executive level experience across government, industry, and academia. Previously the Deputy Director of US Naval Intelligence, TASC VP for Intelligence and Cyber Engineering, and an Executive Director of Carnegie Mellon Software Engineering Institute (established the Emerging Tech Center now the AI Division) with an MSSI w/ AI concentration. <https://www.linkedin.com/in/terry-roberts-193493143/>

**Soo Kim, Chief Operating Officer & Chief Product Officer**

Previously the cybersecurity, technology strategy expert at Accenture Federal Services, Hewlett Packard Federal and VP at TASC. Experience in technical and business leadership, tactical execution, business operation, and solutions delivery. Bachelor's degree in mathematics from Virginia Tech, a Certified Enterprise Architect and Scrum Master and AI/ML Solution Architect. <https://www.linkedin.com/in/soo-kim-23655786/>

**Kevin Goodale, CFO**

CFO at Impressions Marketing Group Inc. from 2005 – 2016. Career Commercial Financial and Contracting Manager with over 20 years at the CFO level, using degrees in accounting and management information science to reduce risk and increase profits. <https://www.linkedin.com/in/kevin-goodale-6ba4383b/>

# The Board



## **Phil George, Non-Executive Director**

Phil George has experience as a CEO, managing director and operations manager with a strong background in finance, cybersecurity and technology. Philip has previously worked as a general manager, technical director, global IT manager, team lead and IT manager in other organisations. For the past 16 years, Phil has primarily serviced the finance, technology, mining industries and was recently the Operations Manager for Uber Australia. Phil is the Founder of NURV Consulting, which delivers custom cloud and AI/ML based solutions to small and medium businesses and the Founder and CEO of Bamboo, a mobile micro-investment platform.



## **Melissa King, Non-Executive Director**

Melissa King brings more than 20 years global experience as a senior executive, including her roles as Chief Executive Officer for both FIBA Women's Basketball World Cup 2022 Organising Committee and Surf Life Saving Australia (SLSA) and executive roles with Sydney Opera House, Department of the Prime Minister and Cabinet APEC Australia 2007 Taskforce and the Governance Institute. A strategic, agile and innovative leader with extensive transformation, commercial and communications experience, Melissa has advised Boards and Government Agencies on strategy, governance and fundraising, and mentors emerging leaders.



## **Brian Hibbeln, Non-Executive Director**

Brian Hibbeln is currently a venture partner at Sinewave Venture Capital LLC, a venture capital firm with the mission of accelerating new technologies across the public and commercial sector. He was the Director of the US Remote Sensing Center- National Capital Region (Washington D.C.) for almost a decade, being instrumental in supporting the DoD and Intelligence Community with AI/ML based technology demonstrations and operational support to combatant commanders around the world. Brian Hibbeln has advised Boards and Government Agencies on Cyber Technologies, Intelligence Activities, Mergers and Acquisitions and the deep understanding of Government needs or requirements. Mr. Hibbeln's extensive global networks and experience will open new channels for Whitehawk into the Australian, British and other markets globally.



**Thank-You**

**Questions?**