WHITEHAWK

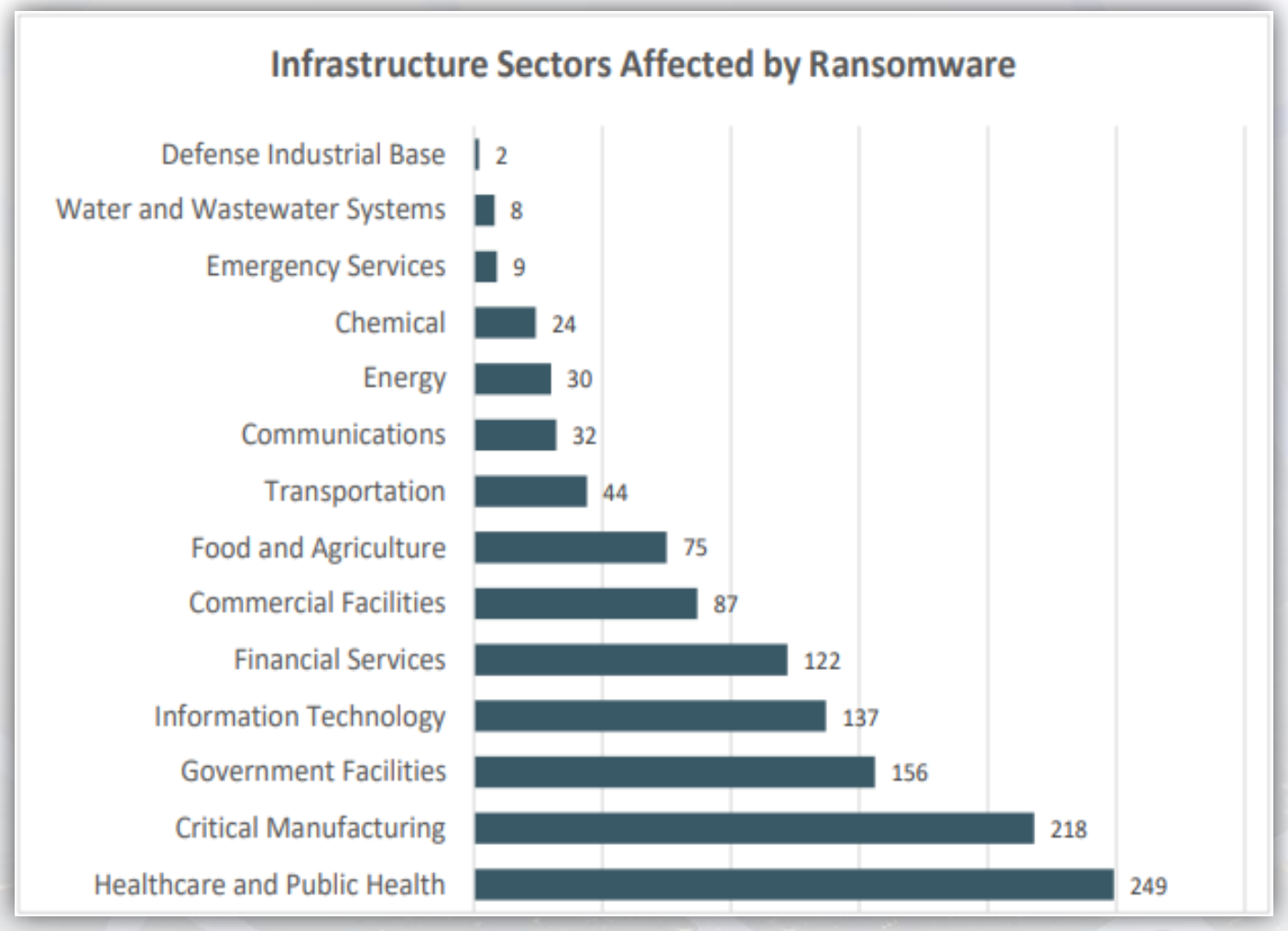
Open-Source Intelligence – Publicly Available Info
Global OSINT – PAI

Next-Gen Globally Available Proven Datasets, Technologies, Analytics, Reporting

11 February 2025

www.whitehawk.com

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



Source: FBI 2023 Internet Crime Report, https://www.ic3.gov/Media/PDF/AnnualReport/2023_IC3Report.pdf

FBI IC3 Report – $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

Open-Source Intelligence (OSINT) Publicly Available Information (PAI)
OSINT-PAI AI-as-a-Service (AIaaS) Actionable Analytics

Basic AI/ML to Intermediate-Advanced-Predictive AI to Generative AI
Across All Publicly Available Datasets

AI/ML Automaton to Drive Actionable Intelligence

Fast-Track Big Data Collection, Correlation and Prioritization

Receive Actionable, Prioritized Analytics, Reporting, Strategies

Automate All Key Deliverables to Focus Workforce on Risk/Threat Mitigation

Cutting-edge AI tools sift through vast global datasets to bring the most relevant analytics tailored to your Business Intelligence Needs & Priorities

WHK Business Objectives 2025

Grow new Client Base Leveraging 2 new product lines:

1- AI-Based Critical Infrastructure Global & Regional Entity Illumination

2- Cyber Risk Analyst Platform as a Service

As Prime or in Partnership with Carahsoft & NUARI, continue to respond to U.S./Canada State & Local Opportunities like recent State of Ohio & City of Atlanta open RFP's

Advance LinkedIn & Dripify Campaigns developed with NYC Firm CBS, fully leveraging Hubspot - Focused on:

Phase 1 Healthcare

Phase 2 Financial Sector

Continue to grow Consulting Firm Partnerships - 8 Degrees East, Zura Group, Hathaway Global Strategies – providing all product lines remotely

Retain, advance & grow current Cyber Risk Radar, Cyber Risk Program, Cyber Risk Analyst as a Platform contracts for recurring revenue & product advancement

2025 Objectives, Pipeline & Projections

Projections

2025 revenue projections on track with current contracts, active, broad Commercial Pipeline (Healthcare & Financial MSP Sectors) and Federal, State, Local Government RFPs

Customer Renewal

- 80% or greater
- Retaining Clients on average for 2-5years

New Sales Bookings

US$20M+ Pipeline to achieve growth benchmark $5.5M

- Cyber Risk Radar US$12.5M || Cyber Risk PaaS US$5M
- Pending Government 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

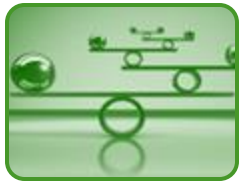
- Federal Government CISO US$750K
- Commercial CISOs US$2.4M
- Research Universities US$1M || Consulting Groups US$1.2M

Product Roadmap Delivery

- Advancing AI-Roadmap with automation and scalability
- Delivering Integration with advanced cyber risk partners
- Automated CMMC Compliance Mapping into Action Plans

Cyber Risk Products Marketing & Branding

- C-SCRM Risk Radar, Cyber Risk Analyst PaaS, Cyber Risk Program
- PR, IR & Digital Marketing Campaigns in U.S. & Australia
- Cyber Innovation, Global Risk & CMMC Thought Leadership

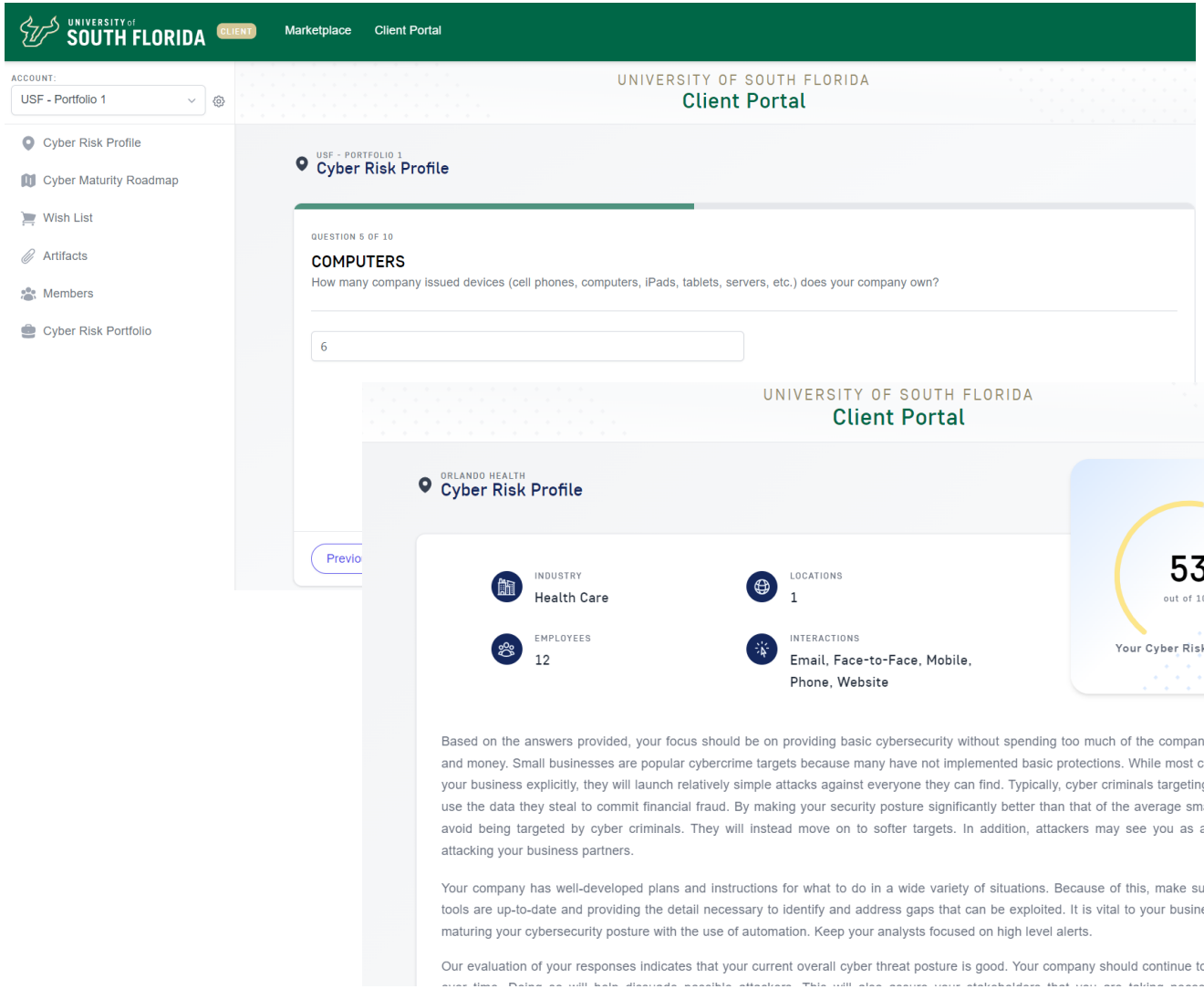


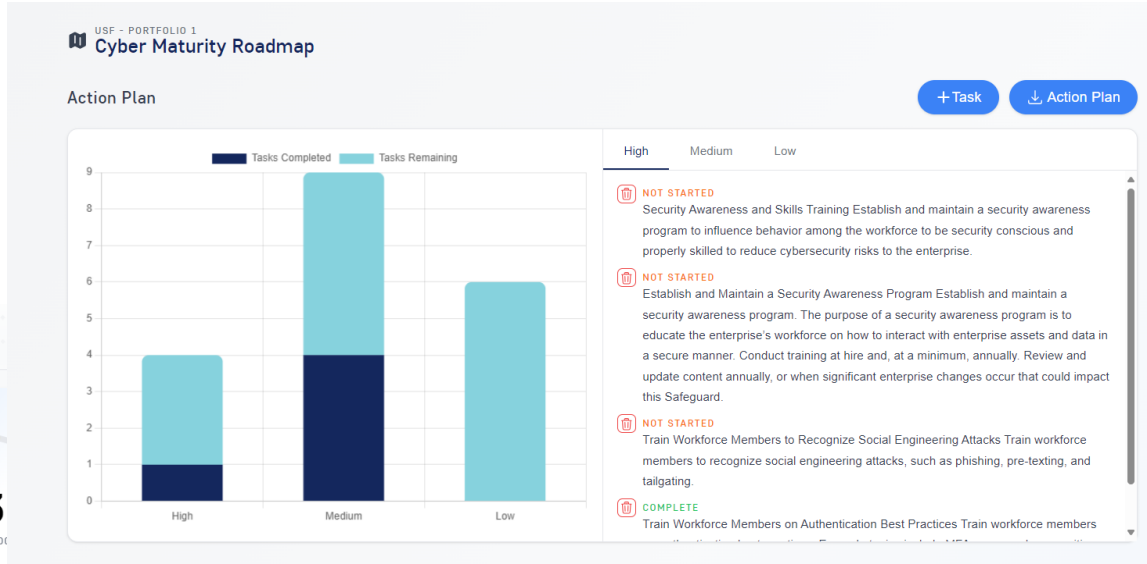
Customer Needs Alignment

- 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

Cyber Risk Analyst Platform as a Service
New Program in Place with University of South Florida & NSA 502 Project



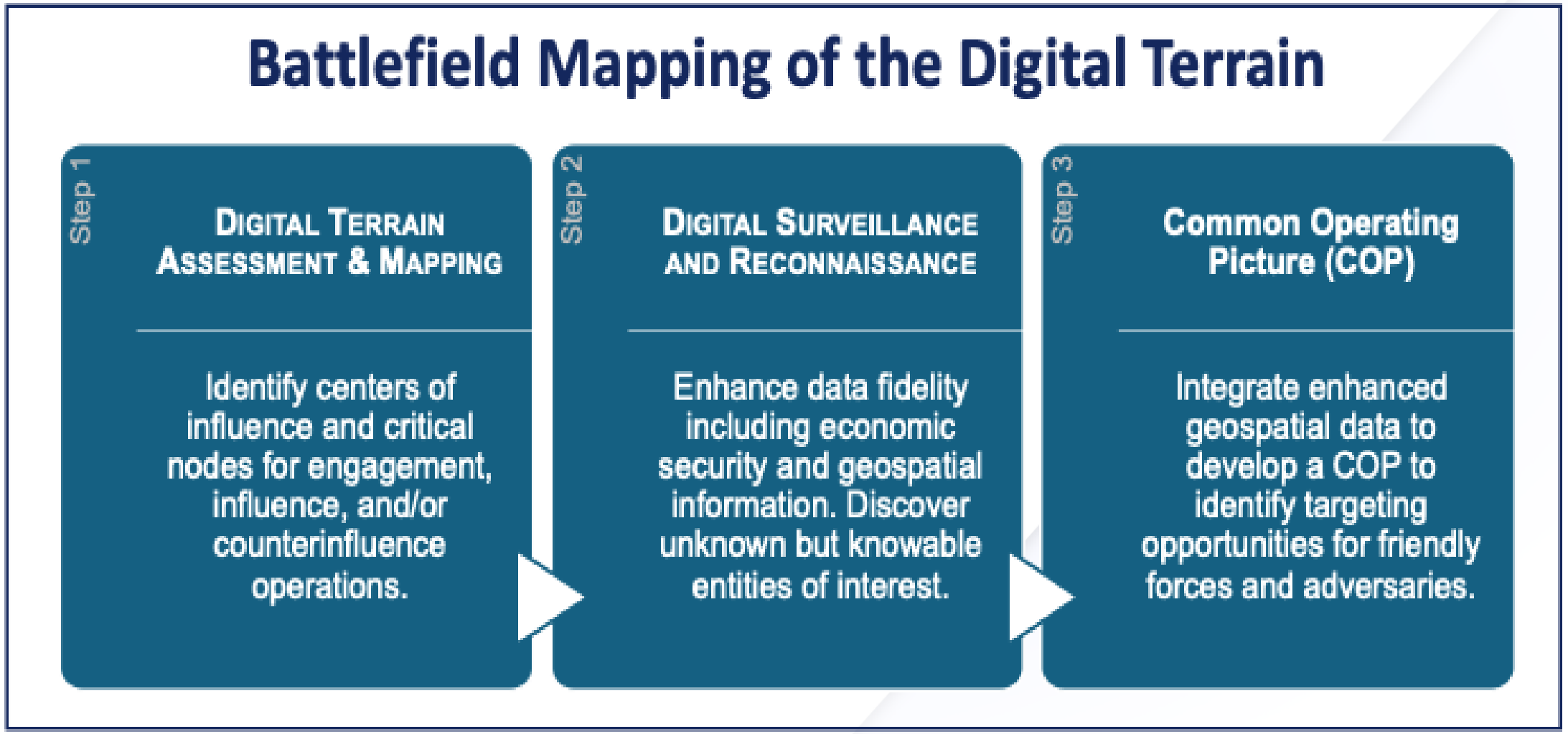


U.S. Federal & State Active Proposals

- GSA SCRIPTS BPA (Supply Chain Illumination Program, Tools & Services), Sponsored by OSD AT&L, 16SEP24 Submission, selecting 3 Bigs & up to 5 smalls, $99M a year for 10 years. Down select still expected Early 2025 - GovWin estimates by 28FEB
- The Ohio Department of Development RFP for qualified contractors to provide cybersecurity services to small businesses: cybersecurity practices, improve documentation, assist businesses in achieving compliance with standards NIST SP 800-171 & CMMC - Proposal submitted 22JAN25. Total program funding is $500,000.
- Responding to U.S. Defense Advanced Research Projects Agency (DARPA) Open BAA: The Information Innovation Office (I2O) creates groundbreaking science and develops transformational capabilities in the informational and computational domains to surprise adversaries and maintain enduring advantages for national security.
- DHS CIO C-SCRM partnering request from REI Systems RFP MID-2025
- OSD CDAO Tradewinds Program Open Submissions in partnership with NUARI
- DHS S&T Long Range BAA Submission with AI Analytics Partner 09DEC24

WhiteHawk New Product Line For DOD & DHS

Automated AI-Driven Global-Regional Entity Illumination & Mapping



From Manual Cyber Compliance to Automated Cyber Resilience

RISK IN THE DIGITAL AGE

- 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

The Leadership Team

CHIEF EXECUTIVE OFFICER, PRESIDENT & FOUNDER

Terry Roberts

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.

CHIEF OPERATING OFFICER & CHIEF PRODUCT OFFICER

Soo Kim

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.

CHIEF INFORMATION OFFICER

Mike Ferris

With nearly twenty years of experience in IT and cybersecurity, Mike has held pivotal roles at WhiteHawk, including Director of IT Operations & Security, Director of Advisory Services, and Senior Cyber Analyst & Program Manager. Mike began his career in the United States Marine Corps as a Technical Controller, responsible for the installation, maintenance, and repair of complex communication systems, ensuring secure and reliable communication channels transitioning to the private sector in 2010.

CHIEF TECHNOLOGY OFFICER

Michael Good

A Technical Program Manager with over 30 years of experience in cyber operations and technology development for military, government, and commercial cybersecurity solutions. Previous assignments include Raytheon, Vencore, L3 Communications and the US Census Bureau. Before entering private industry, Michael was a US Army Ops Research and Cyber Warfare officer at US Cyber Command, leading cyber operations planning for NSA's IA Directorate, with an MS in Computer Network Operations.

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-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 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.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