Thivedx **Transformation**



Building the Largest Cybersecurity Training and Talent Development Company



Continue the growth of
B2E2C segment, through
collaboration with educational
institutions worldwide while
maximizing processes / cost
efficiencies and enhancing
Unit Economics



Growing the B2B segment with our End to End Cyber SaaS training platform - creating a new category for Cyber Education As A Service



Capture fast-growing
enterprise cyber talent
segment where ThriveDX is
uniquely positioned with
launching the First Global
Cyber Talent Hub and Training
Marketplace



Thrive DX By The Numbers

+10M

Enterprise Users

+500

Enterprise Customers

+50%

Learners from Diverse Communities

+50k

Bootcamp Graduates

+50

Education Institutions

+1,800

Hiring Partners

Backed By Leading Investors





PRYTEK



Our Vision, Mission and Values

Purpose-Driven Mission

Vision

To create generational impact by accelerating the transition into the digital age while changing the face of the global workforce.

Mission

We transform lives by educating global learners for the digital careers of tomorrow.

Values

Different Is Good

Community Is Everything

We Courageously Make Change

We Deliver On Our Promises

Excellence Is The Only Option

15 Years of History, Growth, & Impact



Inception Through Early Israeli Leadership

U.S. Expansion

Immediate U.S. Success

Record Growth & Content Expansion **Growth Round & GTM Investment**

Signed

UF FLORIDA

Pursuing pipeline of

+30 universities

Backed By:

Acquired:

PennState

THE UNIVERSITY OF CHICAGO

Became Israel's premier digital skills and cybersecurity training institute

Provided service to the Israel Defense Forces

First USA university cybersecurity cohort launched UNIVERSITY



OF MIAMI

2018

5 new university partnerships, expanded Cybersecurity programs in USA



CALIFORNIA STATE UNIVERSITY LONG BEACH COLLEGE OF PROFESSIONAL AND



2019



Launched first Digital Marketing programs in USA at UMiami

9 new university partners for Cybersecurity and Digital Marketing



WISCONSIN









ODU



Seven new university Case Western Reserve partners signed









Launched first UI/UX programs with partner σ KONTRA

Lucy

2022+

2006

Refined the business Founded model in

to instruct students in IT, Design, and Data Science

Israel and began to explore the global market opportunity PRYTEK

Prytek growth capital investment to accelerate expansion into the USA

2020

Transitioned to online content delivery

Launched beta version of HackerU Training Arena for Cybersecurity

Additional programs in development

2021

roll out Digital Marketing, UI/UX, Software Development and Data Analytics

Continued to

Launched Software Development and Data programs with most partners

Boulder

1st acquisition Cvbint 2

Rebranded to

Thrive

Addressing The Massive Cyber "Talent Gap"



The world is facing a massive deficit of qualified cyber talent that affects both national security & economic stability.

4M

Unfilled Cybersecurity
Jobs

\$10T

Annual Global Cost Of Cybercrimes

95%

Of Cyber Incidents Involve
The Human Factor

435%

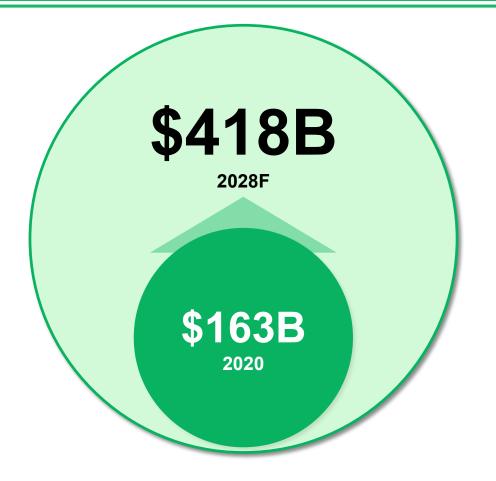
Increase In Ransomware Since 2020

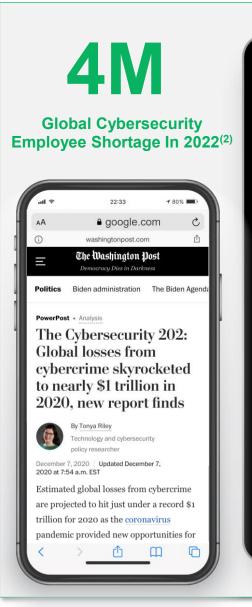
ThriveDx succeeds where traditional educational approaches have fallen short

Organizations & Individuals Are Increasingly Vulnerable To Cyber Attacks



Global Cybersecurity Market Size(1)





Executive Order on Improving the Nation's Cybersecurity

MAY 12, 2021 • PRESIDENTIAL ACTIONS

THE WHITE HOUSE

ordered as follows:

By the authority vested in me as President by the Constitution and the laws of the United States of America, it is hereby

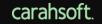
Section 1. Policy. The United States faces persistent and increasingly sophisticated malicious cyber campaigns that threaten the public sector, the private sector, and ultimately the American people's security and privacy. The Federal Government must improve its efforts to identify, deter, protect against, detect, and respond to these actions and actors. The Federal Government must also carefully examine...

⁽²⁾ Cybersecurity Ventures.

ThriveDX Is Addressing The Human Element Of Cybersecurity From The Classroom To Boardroom













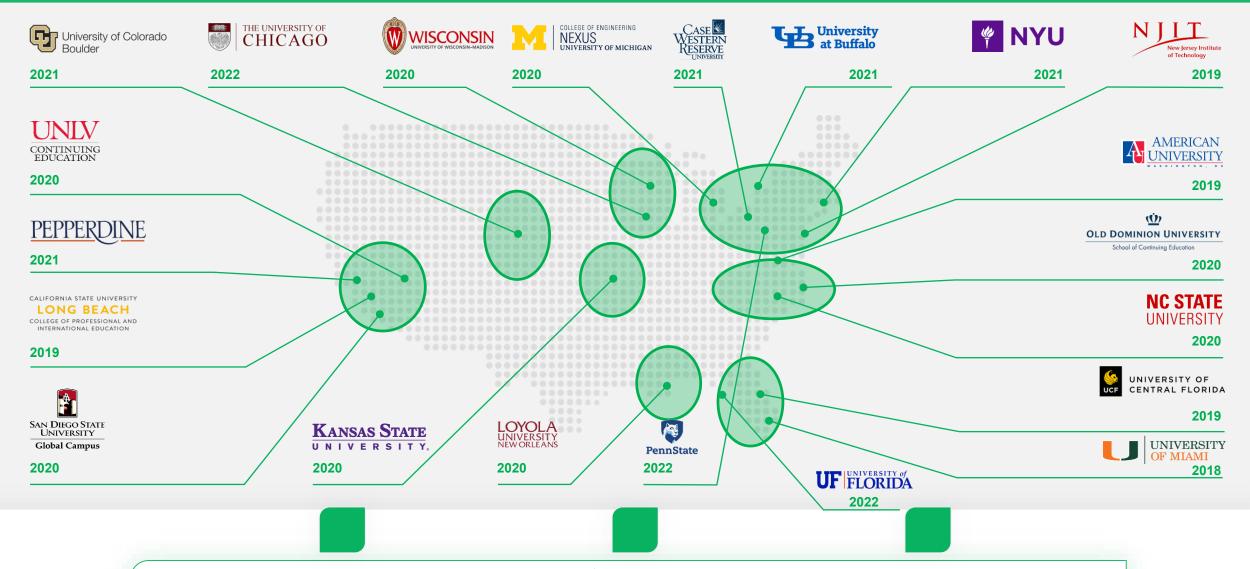






Extensive Reach Across The United States Via University Partner Network













Enterprise Division Evolution & Strategy

Cybersecurity Training Ecosystem For Enterprises



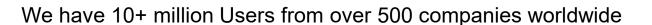




Introducing our End-to-End 360' approach to Solving the Talent Shortage & Skills Gap in Cybersecurity







Enterprise Offerings for Corporates

Foundational Cyber Learning

Awareness & Phishing

Advanced learning for non-tech

Executive workshops

Advanced learning for tech

DEV / IT training

Advanced learning for cyber pros

Bootcamps / courses



Upcoming Partnerships

USA EMEA APAC





Since the launch of our Partner Program in June 2022 we successfully onboarded 80+ distributors (MSP/MSSP/RESELLER/VAD/VAR/SI) and had over 40 Deal Registrations



Partner Spotlight

No. of channels in EMEA:

18,000

Est. channels for TDX:

900-1800

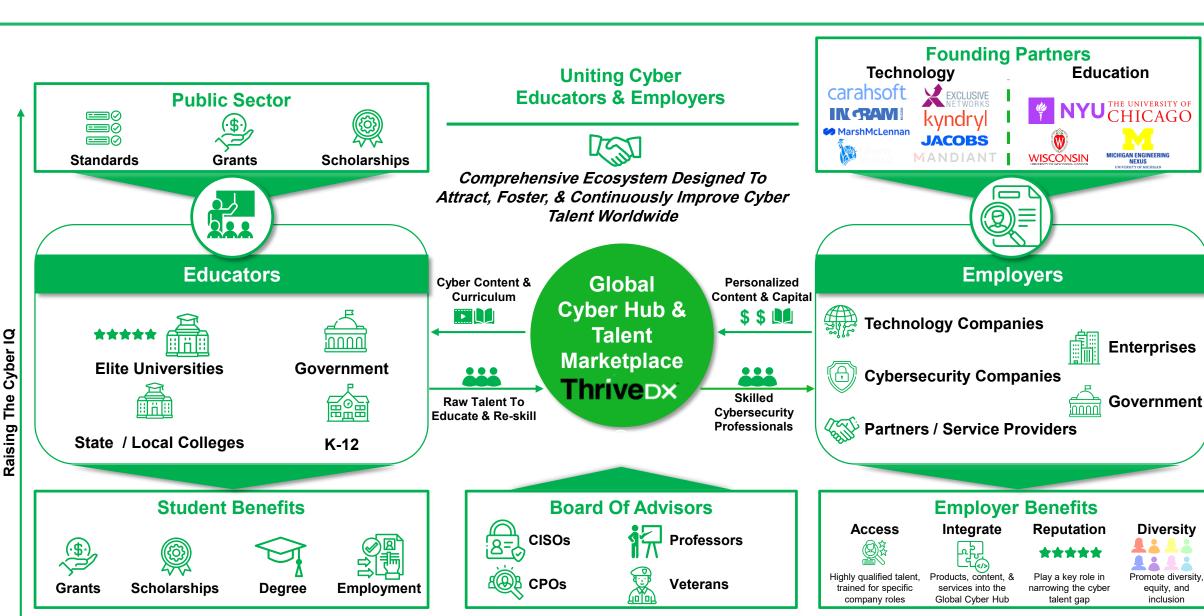
Est. sales in year 1:

10M USD

Increasing & Improving Cyber Content & Curriculum

Introducing The World's First Cyber Talent Hub





Diversity

equity, and

inclusion

Thrive

Cyber Talent Hub: Industry Partner Benefits

Reduce Hiring Costs



Reskilling has proven to be very cost efficient in attracting and retaining talent

Increase Diversity / Equity



Actively support underserved populations with access to education and employment opportunities

Attract Cyber Talent



Today's job seekers prefer companies that promote professional development

Influence The Cyber Industry



Share products, content and expertise and increase exposure to global markets

Improve Employee Retention



Provide education opportunities that encourage employees to grow with the company

Build Global Brand



Improve ranking and reviews and build reputation as an organization that cares

Cyber Talent Hub: ThriveDX Benefits



Reputation & Credibility



Talent Hub is enabled by ThriveDX's strong reputation in cyber skills training

Leading Corporates



Enhances relationships and expands monetization opportunities with corporate partners

Lower CAC



Revenue from hiring partners helps subsidize tuition, growing enrollments and lowering CAC

Leading Universities



Leverages relationships with top university partners who benefit from student demand

Differentiated Service for Enterprise



Unique offering to sell to enterprise customers which can drive strong retention

Raises Quality



Ensures that new cyber talent have been trained on the latest tools and technology



Equity In Access: Pathway To Opportunity

Only 3% of cyber analysts in the US are African-American, and less than 14% are women (US Department of Labor)

Increase The Diverse Digital Skills Talent Pipeline By Eliminating Disparities

- Provide a platform for diverse communities to become skilled in high-demand fields
- Assist diverse talent in the preparation for, access to, support during and the successful completion of digital skills training
- Providing a clear path for underrepresented talent to elevate and grow by placing them into lucrative roles post credentialing





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I wanted to say thank you! I was a student 4 years ago at the University of Miami and started my career through you guys. I was a server at a restaurant and now I am successful cybersecurity professional making well over 6 figures. This opportunity has changed my life and I just want to say thank you! I am now an associate instructor for you guys! I really appreciate it!

Thrivedx Transformation Training Thank You!