

TESSERENT IMPLEMENTS BRAND AND BUSINESS UNIT INTEGRATION STRATEGY TO DRIVE ORGANIC GROWTH

Tesseract Limited (ASX:TNT) is pleased to update the market on its activities to accelerate organic growth through a business unit and brand consolidation, enabling an evolved go-to-market capability that integrates the products and services from its acquired high-value cybersecurity assets.

With TNT's Cyber 360 offering largely in place and with the Company now successfully selling into its three key markets, unlocking group synergies to maximise organic growth is now a core focus of the organisation. Brand integration and a visual identity update is a key part of this strategy.

Tesseract's updated strategy will be focused on accelerating organic growth by:

1. Moving towards a single, unified Tesseract go-to-market brand,
2. Becoming an integrated 'House of Capabilities' and selling 'Security as a Service',
3. Increasing the number of Tesseract services sold to clients through improved cross-selling and up-selling initiatives, therefore increasing average client and recurring revenue,
4. Streamlining our overall marketing and messaging to clients and the market in general, and
5. Simplification of customer contracts and master service agreements.

Tesseract - Moving Towards a Single Brand

Moving forward, Tesseract Limited, the parent company and corporate-facing entities will go to market from a single entity with a single customer-facing brand, Tesseract, that incorporates services from TNT's existing business units:

1. **Tesseract Defend** incorporating services from Airloom, Pure Security and Rivium,
2. **Tesseract Detect** incorporating services from Secure Logic and Pure Security,
3. **Tesseract Cloud** incorporating services from iQ3 and Pure Security,
4. **Tesseract NZ** incorporating services from Lateral Security and including services from the Tesseract Defend, Detect and Cloud brands.

These changes will occur in Q1 FY22 with the primary objectives being to consolidate services under a clearly defined brand to help improve the customer experience and ultimately increase the number of Tesseract services utilised per customer.

ASX ANNOUNCEMENT

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North Security and Seer Security's considerable success driving TNT's Federal Government offerings will continue 'as is' for the foreseeable future.

Visual Identity Update

The Company's new consolidated go-to-market approach will support Tesserent's vision and objectives, and will have a fresh, contemporary look including a new logo and colour palette. This branding initiative consolidates our service capabilities under a unified branding strategy and further solidifies our position as the recognised leader in ANZ cybersecurity. The updated website, logo and colour palette will be rolled out progressively over the next 90 days.

The Company looks forward to updating the market on these initiatives in future market updates.

Ongoing Acquisitions

The Company will continue to grow through strategic acquisitions where they are EPS accretive and add to the organisation's Cyber 360 Strategy, geographic reach or enhance the Converged Security capabilities of the Company. There is currently a focused pipeline of potential opportunities and the Company will update the market as these progress through the due diligence process.

ABOUT TESSERENT

Our mission is to be the Sovereign Cybersecurity Provider of choice for the Protection of Australia and New Zealand's Digital Assets.

Tesserent provides full service, enterprise-grade cybersecurity and networking solutions targeted at mid-market, enterprise and government customers across Australia. The Company's Cyber 360 strategy delivers integrated solutions covering identification, protection and 24/7 monitoring against cybersecurity threats. With in excess of 350 security engineers, Tesserent has the capability to support organisations defend their digital assets against increasing risks and cyber-attacks.

Tesserent has been transformed via the acquisition of several high-quality cybersecurity businesses including Pure Security, North Security, Seer Security, Airloom, iQ3, Lateral Security and Secure Logic, making it Australia's largest listed dedicated cybersecurity firm.

Learn more at www.tesseract.com.

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