



SECURED DATA FABRIC PLATFORM

INVESTOR PRESENTATION

Noah Hershcoviz, CEO | December 2024

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HUB TECHNOLOGIES

**Big Data
“perfect storm”
leads to
Data Fabric**

Cyber Security in the 21st Century

- AI generated data explosion - unprecedented volumes of data, overwhelming traditional systems
- Regulatory pressures - increasing compliance requirements
- Cost efficiencies - legacy solutions are becoming prohibitively expensive to maintain and scale
- Data silos and fragmentation - struggle with integrating diverse data sources
- Need for real-time insights - businesses demand rapid access to insights

HUB unifies all data, takes care of scalability, supports AI/ML, and is very cost effective.



AT A GLANCE

Secure Data Fabric

HUB's new SDF platform featuring unbreakable, seamless, intelligent security. The framework manages large volumes of sensitive data across diverse infrastructures, cutting compliance and digital transformation costs by up to 50%.

IT Services Arm

HUB's legacy IT service arm, boasts **over 300 experts** delivering a broad range of advanced software, testing, cybersecurity, and ICT services, protecting global blue-chip customers' critical information and assets

\$42.5M Revenue FY23

HUB has significantly reduced its short-term debt and operating expenses to the point HUB is targeting to be profitable in 2025.

Strategic JV

and ROFR to acquire BlackSwan Technologies, a data fabric technology leader



Global Footprint

- US
- Israel
- Poland
- Sri Lanka
- UK
- Germany
- Netherlands



Blue Chip Customers



*Source: [Precedence Research](#)



HUB BUSINESS LINES

Legacy IT Services Arm

- Delivers Essential Services To Global Blue-Chip Customers
- 120 experts specializing in Reliability Engineering, Safety, and Quality
- 300+ technology experts provide advanced software, testing, cybersecurity, and ICT services;
- Comprehensive cybersecurity solutions to protect critical information and assets.
- Over 500 customers including tier 1 customers such as Boeing, Visa, Lockheed Martin, BNP Paribas and more.
- IT/Professional services margins (15-20%).

New Secured Data Fabric (SDF) Platform

- A unique platform featuring unbreakable, seamless, intelligent security
- HUB's SDF framework manages large volumes of sensitive data across diverse infrastructures, cutting compliance and digital transformation costs by up to 50%.
- The SDF has already been successfully deployed in top European banks.
- Large pipeline of future customers across multiple industries.
- Unique synergies with IT services arm.
- High software margins (+80%).



HUB'S SECURED DATA FABRIC (SDF)

HARNESSING THE FULL POTENTIAL OF ENTERPRISE DATA

Own, control, manage and personalize assets

Unify all policies and business logic in a single location

Constructing a full-knowledge graph universe

Applies AI to understand, analyze and exploit data

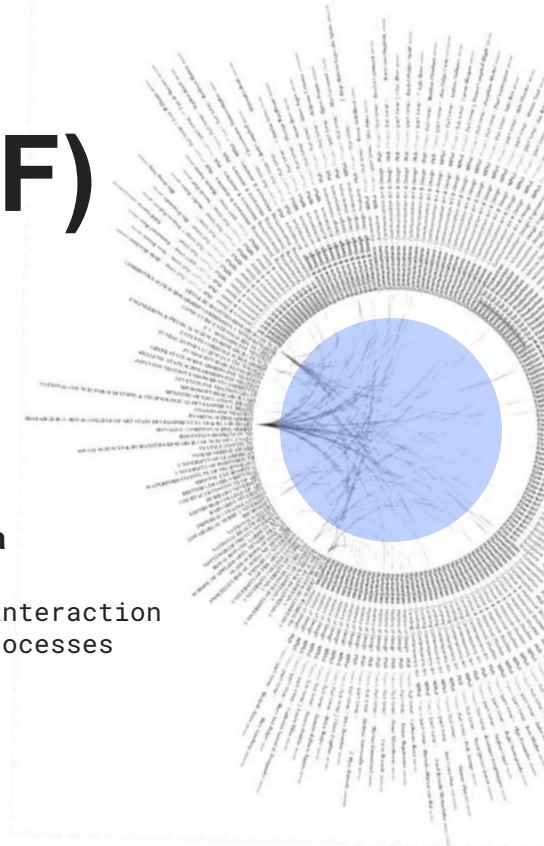


Discovery & data visualization

Facilitates human interaction with information processes

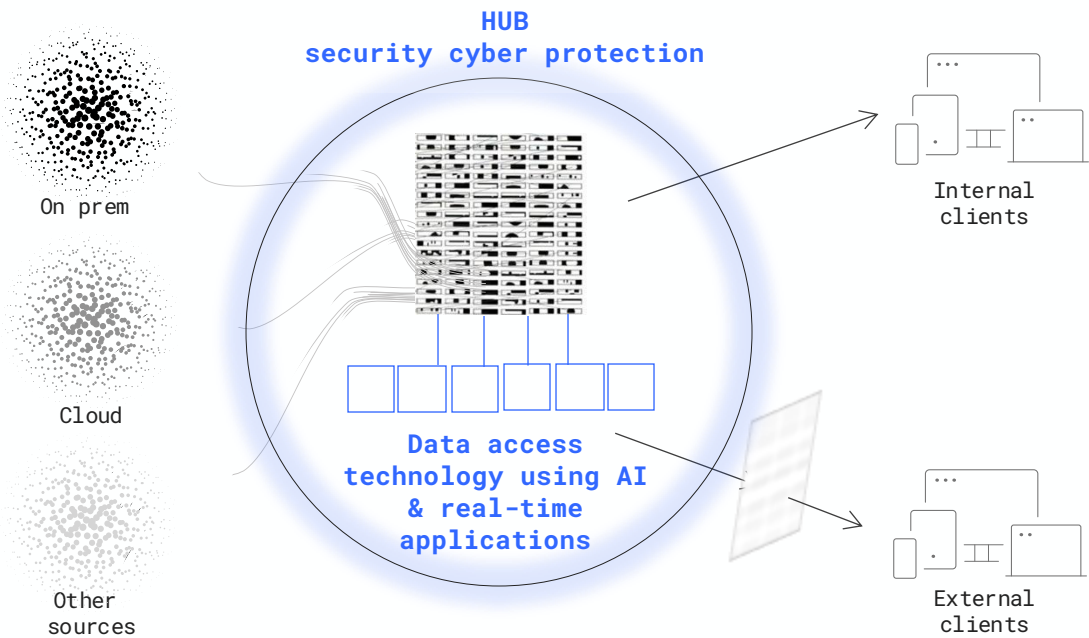
Big data collection in context

Capture, filter and automatically process any type of data from any source

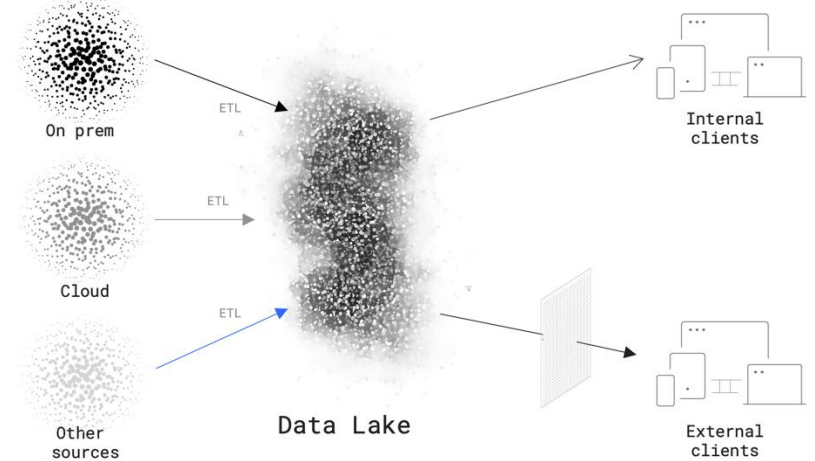


HUB'S SDF VS DATA LAKE SOLUTIONS

A NOVEL SOLUTION TO MANAGE & SECURE ENTERPRISE DISTRIBUTED DATA



Takes **months to implement**, Costs **millions to deploy** and maintain, and **massively secured**



Takes **years to implement**, costs **billions to deploy** and maintain, and **massively vulnerable**



WHY SDF

A must for financial services organization

Data Security and Compliance

Financial institutions handle sensitive customer and transaction data that must comply with strict regulations. A secured data fabric ensures this data remains compliant, consistent, and protected across platforms.

Unified Data Management

Creating a unified and integrated data environment, allowing financial firms to manage vast amounts of data across different sources, platforms, and geographies efficiently.

Scalability and Flexibility

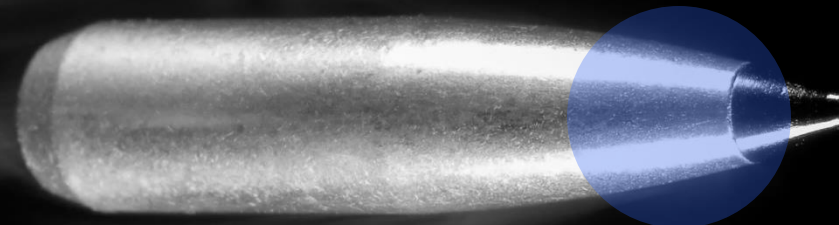
As financial services scale, data management and security must be adaptable. A data fabric offers flexibility in handling data sprawl and evolving security needs.

Enhanced Decision-Making

Breaking down data silos, enables faster and more informed decision-making, and faster time to market.

Risk Mitigation

A secured data fabric helps mitigate risks associated with cyber threats by providing a layered security approach across different data ecosystems.



STRATEGIC PARTNERSHIP WITH BLACKSWAN



01

Freedom to operate

HUB holds a lien on BlackSwan's IP, providing a safeguard for our investment and ensuring alignment of interests

02

First \$10M Revenue

Generated from the mutual business expected to accrue to HUB

03

Option for Full Acquisition

ROFR on the full acquisition of BlackSwan Technologies.

HUB's Secured Data Fabric (SDF) combines Blackswan's "Data Fabric" with HUB's military grade "Security" to create a more wholistic revolutionary cyber security product.



COMPETITIVE LANDSCAPE

High-Level Business Capabilities



Alternative Vendors


Onboarding/Customer Due Diligence	<input checked="" type="checkbox"/>	
Monitoring	<input checked="" type="checkbox"/>	
Screening	<input checked="" type="checkbox"/>	
Case Management	<input checked="" type="checkbox"/>	
Reporting	<input checked="" type="checkbox"/>	
Data Acquisition and Enhancements	<input checked="" type="checkbox"/>	
Data Analytics and Investigation Insights	<input checked="" type="checkbox"/>	

Each of these vendors delivers an independent, dedicated solution



COMPETITIVE LANDSCAPE

HUB ELEVATES DATA FABRIC WITH AI AUTOMATION, EXPERT CONTEXT, AND ROBUST SECURITY, IDEAL FOR HANDLING LARGE VOLUMES OF SENSITIVE, REGULATED DATA.

Characteristic		Homegrown Solutions	Solutions by Large Integrators	Specialty Solutions Companies
Ease of Implementation	High	Low	Mid	High
Total Cost of Ownership	Low	High	High	Mid
Complexity	Low	High	Mid	Mid
Best of Breed in Specific Function	Extensive	Basic	Standard	Advanced
Integration Capability	High	Low	Mid	Mid
Speed to Market	Fast	Long	Mid	Long
Flexibility (Optimization for Specific Case)	High	Low	Low	Mid



TARGET MARKET – BANKING FIRST

HUB TARGETS THE HIGHLY REGULATED BFSI SECTOR IN THE USA AND WESTERN EUROPE TO PROVIDE SUPERIOR SECURE DATA FABRIC SOLUTIONS

Driver: Operational efficiency

- Banks have the potential to boost productivity by 22-30%. (Accenture)
- Globally banks' Cost-to-Income Ratios (CIR) remain within a 50-60% range global (Source: Accenture)

Market Size: Data Fabric Market

- North America leads with over 47% market share (USD 1B in 2022), driven by major vendors and early adoption (Source: Precedence Research)
- Europe valued at USD 525M in 2022, comprising around 25% of the global market (Source: Precedence Research)

Driver: Regulatory Environment

- The volume of bank regulation has significantly increased over the past decade and a half (Source: Accenture).
- Increased regulation focuses on processes and technology (Source: Accenture).
- Emphasis on data privacy, data governance, and security to manage big data and comply with GDPR and CCPA (Source: Accenture)

Market Segmentation: BFSI Sector

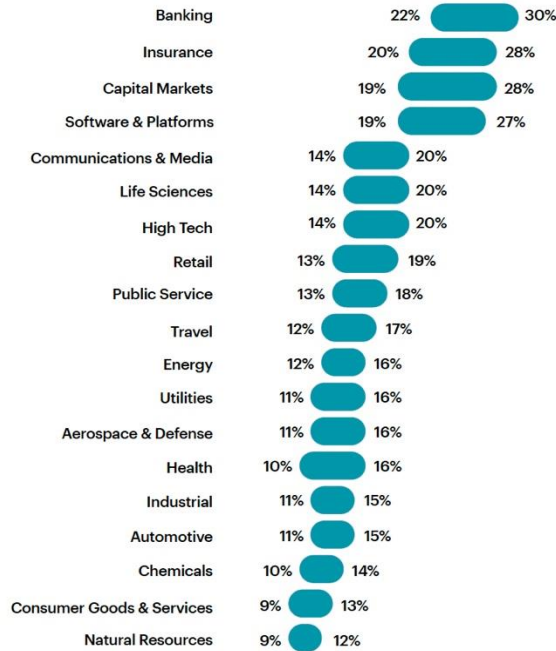
- Significant adopter for fraud detection, risk management, and customer experience enhancement.
- Accounted for 23% of the markets in 2022 (Source: Precedence Research)



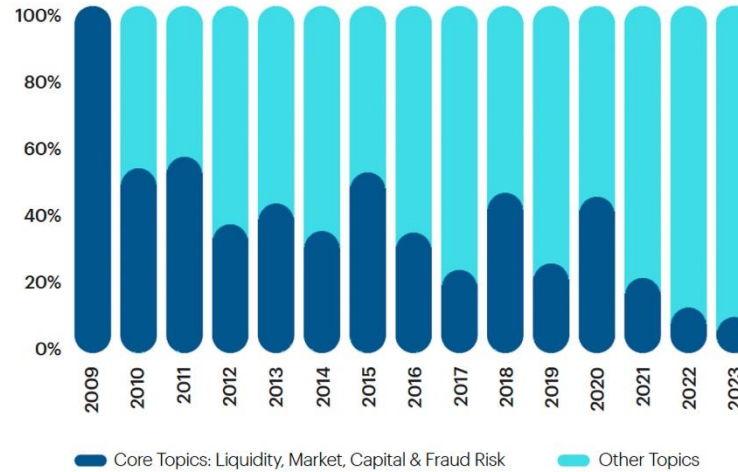
WHY BANKING INDUSTRY

REGULATION, DIGITAL STAGNATION, AND AI

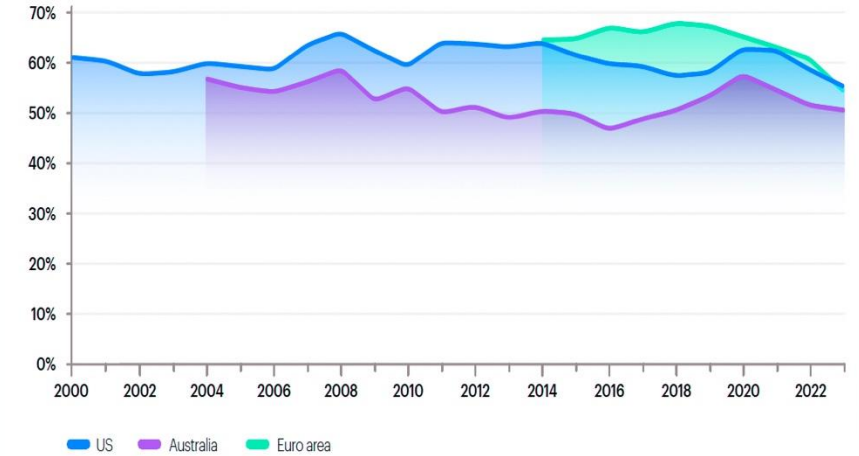
Banks can improve their productivity by up to 30% by adopting generative AI



The evolution of the Fed's Supervision and Regulation Letters by topics



Banks' cost-to-income ratios have barely shifted during the Digital Age



*Source: Banking on AI, Banking Top 10 Trends for 2024, Accenture



CASE STUDY 1:

A LEADING EUROPEAN BANK

- Tens of thousands of employees that serve millions of customers, corporate clients and financial institutions in over 40 countries.



Drivers

Bank faced significant regulatory penalties due to inadequate anti-money laundering (AML) detection capabilities. This incident highlighted an urgent need to enhance their compliance infrastructure.



Need

Modernize compliance systems and processes while maintaining cost-effectiveness



Solution

- Advanced AML application capabilities
- Cost-effective implementation and operation
- Flexibility to accommodate evolving regulatory requirements and business growth



Business Case

- €15-20 million annually
- Multi-year contract



Timeline

Deployed



CASE STUDY 2:

LEADING EUROPEAN ASSET MANAGER

- Over €900 billion in assets under management.
- Leading positions in key markets: Top retail asset manager in a major European country, second-largest in pension assets
- Management in the same country, and among the top ETF/ETP providers in Europe.



Drivers

Regulator flagged the bank to separate IT/Data infrastructure between the bank itself and its subsidiaries.



Need

Replace legacy KYC, Risk scoring, and Screening systems



Solution

- Comprehensive, cloud-based solution integrating KYC, risk scoring, and screening systems, ensuring up-to-date information with approved external sources, daily risk assessment, and robust case management capabilities for multiple business units.
- The SDF supports KYC by providing a secure, integrated, and governed data environment that enhances data quality, security, and compliance.
- SDF enables seamless data integration and protection, ensuring accurate customer information and regulatory compliance.



Business Case

- Order of magnitude cheaper than competing vendors (Denodo Technologies, Precisely, Qlik, Talend) with an accelerated time to deployment
- €1-5m per subsidiary annually depending on size
- Bank has 50+ subsidiaries



Timeline

Deployed in 1 subsidiary



CASE STUDY 3: HUB 360 SOLUTION

3 LOCAL BANKS WITH
COMBINED ASSETS OF
€3.5B+



Drivers

Globalization has reshaped the region's banking climate, highlighting its potential in the international banking scene. The manufacturing and financial sectors contribute a significant portion of GDP.



Need

Strategic project aimed at elevating the region and its banking industry to the standards set by leading European financial hubs.



Solution

- A multi-year, multi-phase, large-scale data fabric solution to enhance competitiveness and establish a roadmap for sustained growth and alignment with global banking standards.
- Includes a comprehensive work plan, the setup of a local executive team, and ongoing monitoring to adapt to evolving needs and market dynamics.



Business Case

- SDF implementation: €50M over 2-3 years



Timeline

In advanced negotiations



GROWTH STRATEGY



Expand Customer Base

- Establish customer bases in targeted segments.
- Upsell HUB's products and convert services into products to increase revenue and market coverage.
- Focus on enterprise, government, and mid-market segments, leveraging a combination of marketing professionals and channel partners.
- Grow the number of users accessing HUB's solutions and cross-sell product solutions

Extend Global Go-to-Market Reach

- Use a hybrid sales model combining direct and indirect sales.
- Expand direct sales capacity and deepen relationships with existing partners.
- Add new value-added resellers, system integrators and managed security service providers.



MANAGEMENT TEAM



Noah Hershcoviz

CEO



Itzchak Bambagi

Head of Operations



Nachman Geva

CTO



Lior Davidsohn

CFO



Shai Schiller

Head of Strategy



Sharon Mayblum

SVP Sales



ADVISORY BOARD



John C. Rogers

John C. Rogers over 25 years of experience operating at the intersection of technology, security, public policy, and global challenges. He is a former government official with extensive knowledge of government relations, national security, and defense contracts, as well as experienced in creatively applying diverse industry technologies to national security solutions. Mr. Rogers served as the Principal Deputy Assistant and Deputy Assistant Secretary for legislative affairs at the United States Department of Defense and led a billion-dollar mobility company as CEO.



Kari Amelung

A retired CIA veteran with 33 years of service, including a decade in the Senior Intelligence Service as an SIS-4 (3-Star General equivalent), stands out as one of the few female Operations Officers to reach this rank. Her career encompassed key roles in the CIA's Clandestine Service, leading major components both domestically and internationally and managing significant projects impacting U.S. National Security. Post-retirement, Kari contributes to the entertainment industry as a Technical Consultant and Consulting Producer and advises tech and security firms. She holds a BA from Northwestern University and an MBA from the University of Cape Town



Brigadier General Tata

Recently served as Undersecretary of Defense for Policy at the U.S. Department of Defense, where he was integral in implementing the National Defense Strategy. His distinguished military career includes leadership roles in key airborne divisions and operational experience across various global regions, earning multiple military awards.

A West Point graduate with a master's degrees in operational planning and international relations, he also brings expertise from his civilian roles, including as a leader in transportation and public education. As a board member and advisor, Anthony contributes his extensive defense and security expertise to organizations like NASDAQ-listed Coda Octopus and investment bank Academy Securities, focusing on cybersecurity and national defense.



PEER ANALYSIS

SECTOR	Company	Stock Exchange	Ticker	Market Cap (\$M)	Enterprise Value (\$M)	Revenue (\$M)	EBITDA (\$M)	Adjusted EBITDA	EV/Sales	EV/EBITDA
IT & prof. services	Exponent, Inc.	Nasdaq	EXPO	\$5,493	\$5,365	\$502	\$139		10.7 x	38.7x
	Kainos Group plc	LSE	KNOS	\$1,194	\$1,074	\$391	\$76		2.7 x	14.1x
	Secunet Security Networks Aktiengesellschaft	XTRA	YSN	\$655	\$651	\$389	\$61		1.7 x	10.7x
Sector Average				\$2,447	\$2,363	\$428	\$92		5.0 x	21.2x
Software centric cyber	Qualys, Inc.	Nasdaq	QLYS	\$4,608	\$4,103	\$555	\$254		7.4 x	16.2x
	Varonis Systems, Inc.	Nasdaq	VRNS	\$6,349	\$5,866	\$497	\$37		11.8 x	156.5x
	N-able, Inc.	NYSE	NABL	\$2,383	\$2,595	\$420	\$140		6.2 x	18.6x
Sector Average				\$4,447	\$4,188	\$491	\$144		8.5 x	63.8x
Identity, fraud, risk analytics, & compliance	Riskified Ltd.	NYSE	RSKD	\$883	\$490	\$298	(\$14)		1.6 x	-
	Sector Average			\$883	\$490	\$298	(\$14)		1.6 x	-
Sector Average		NYSE	CWAN	\$5,422	\$5,289	\$368	\$104		14.4 x	50.8x
Vertical solutions & ERP (fin, govt, & infra)	Clearwater Analytics Holdings, Inc.	Nasdaq	NCNO	\$3,462	\$3,456	\$478	\$65		7.2 x	52.8x
	nCino, Inc.	Nasdaq	INTA	\$3,451	\$3,268	\$391	\$29		8.4 x	114.2x
	Intapp, Inc.			\$4,112	\$4,004	\$412	\$66		10.0 x	72.6x
Sector Average		NYSE	NOTE	\$181	\$31.8	\$133	(\$8)		2.4 x	-
Analytics / AI	FiscalNote Holdings, Inc.			\$181	\$318	\$133	(\$8)		2.4 x	-
Sector Average			EXPO	\$5,493	\$5,365	\$502	\$139		10.7 x	38.7x



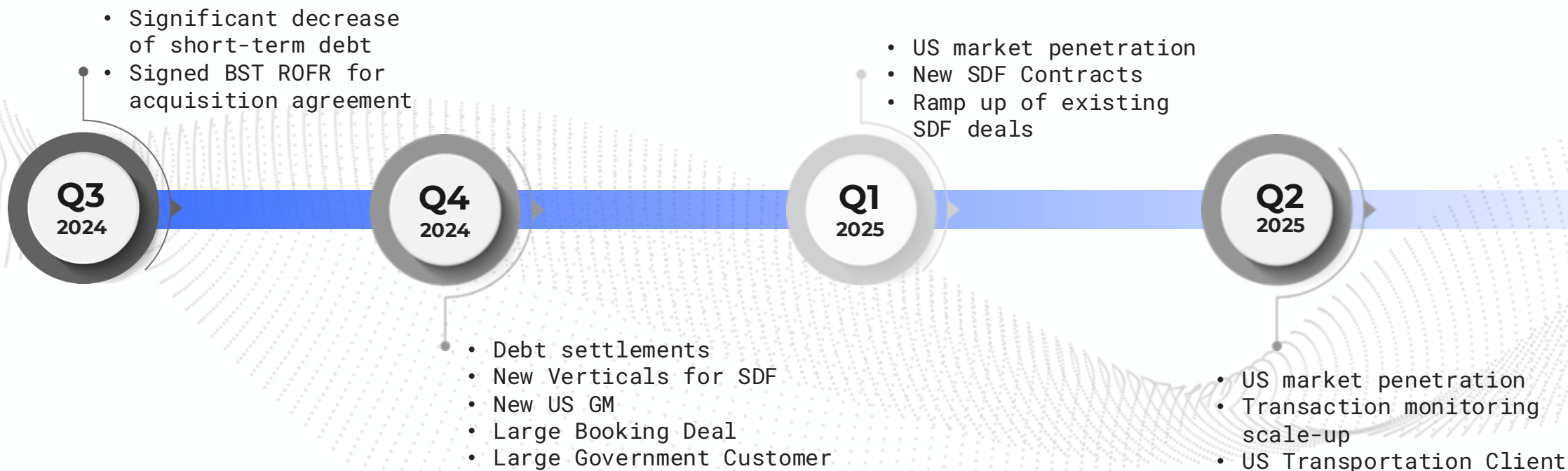
CAP TABLE

As of	December 2024
Ticker (NASDAQ)	HUBC
Shares Outstanding	34,913,185
Options and Warrants (avg exercise price of \$1)	22,659,221
Fully Diluted Shares Outstanding	53,046,649
Fully Diluted Market Cap (@\$0.50/share)	\$26.5m



ROADMAP

(NEXT 18 MONTHS)



SUMMARY

Secure Data Fabric

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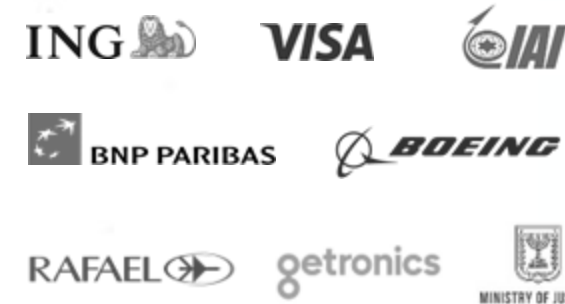


Global Footprint

- US
- Israel
- Poland
- Sri Lanka
- UK
- Germany
- Netherlands



Blue Chip Customers



*Source: [Precedence Research](#)





HUB