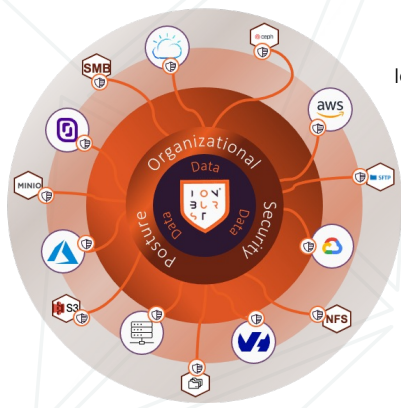




Cloud data security and compliance that's child's play to use

information



The simplest, most powerful, hybrid-Cloud data protection...

Ever.

In November 2018, we set out with a simple objective:

Build a hybrid-Cloud data security and compliance solution...

... that's child's play to use

The result is Ionburst – Delivering the simplest to use, most powerful, fully automated security and compliance for data anywhere across hybrid-Cloud.

It will disrupt a global market worth \$200bn giving better data security and compliance, for less cost and resource for customers.

That means stellar returns and exit options for s.

Acclaimed by cybersecurity leaders as the “*next essential building block*” in secure Cloud, Ionburst protects data from ransomware and quantum decryption as standard.

Why is Cloud different?

Organisations moving to Cloud are responsible for the security and compliance of their data, like on premises.

Problem is, across Cloud they lose visibility and control of their data. It's exposed to disruption and ransomware.

Today's solutions don't scale or work effectively, because Cloud is complex. Organisations try to plug the gap with more solutions at more cost, but it's not working...

Research statistics prove we're not reversing the trends.

That's why we built Ionburst.

Better, easier, cheaper data security & compliance

PURPOSE:
WE EXIST TO PROTECT DATA

MISSION:
PROTECT DATA ANYWHERE IT TRAVELS, EVERYWHERE IT RESTS

VALUES:
INNOVATE, DESIGN, SIMPLIFY,
USER-EMPATHY & INTEGRITY

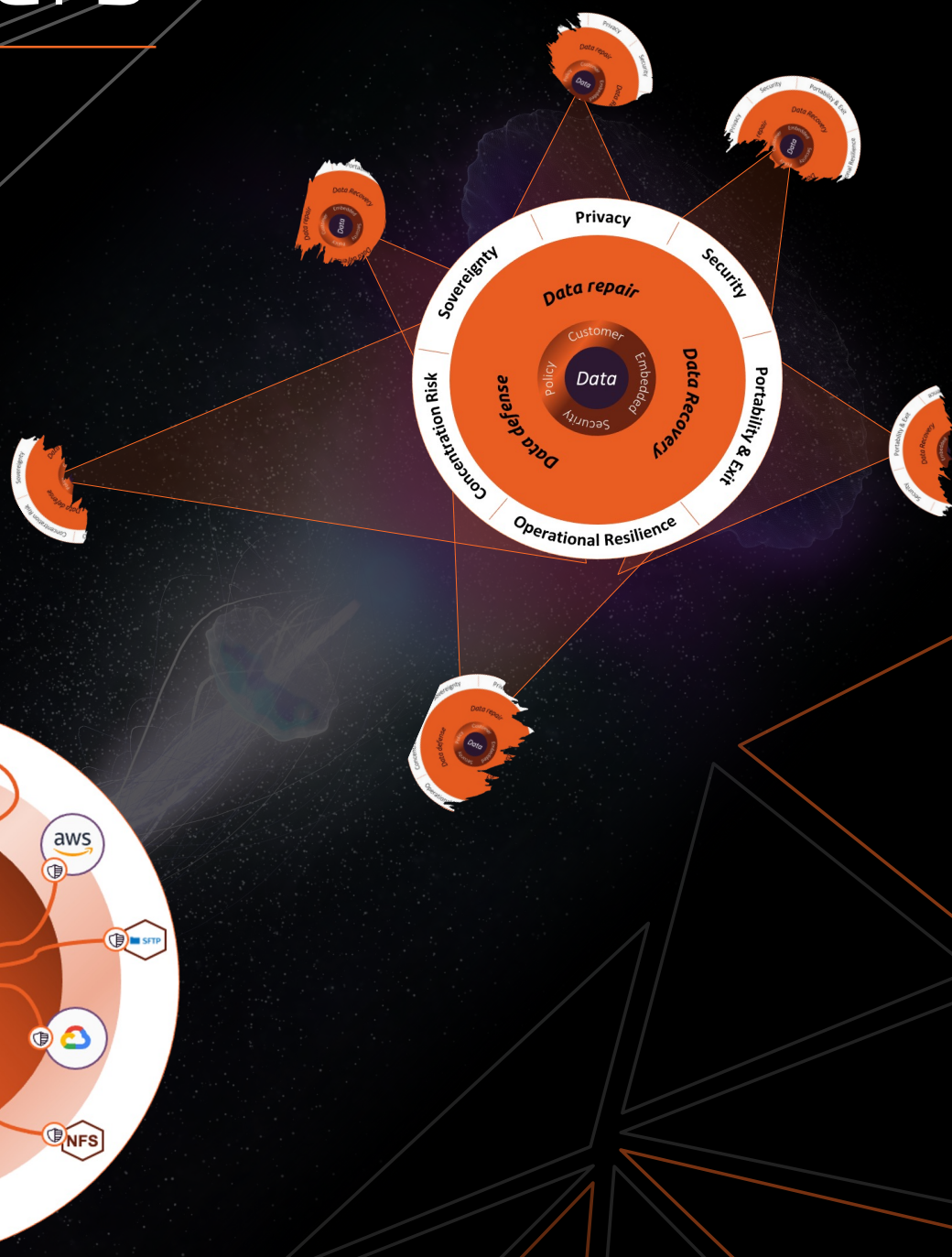
GOAL:
TO HELP CREATE A SAFE AND
FAIR CYBER SOCIETY

Why the world needs Ionburst

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Founders	4
Problem & solution	8
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Founders



Foreword: Origins

Data-out protection

Cloud computing exposes a "perimeter" security paradigm we've relied on for 60 years. It exposes our data as never before. We spend more, on more solutions. More data is hacked, less recovered.

This "new reality" demands a rethink of how we protect data, or more specifically,

how data can protect itself.



Dr David Lanc

Co-Founder, Ionburst

Underlying industry, regulator and government concerns about Cloud security, resilience and compliance, lies 3 simple facts:

We don't know **where** our data is; **who** has access; or **how many** copies exist.

Research reports:

- Data is being compromised relentlessly by adversaries;
- Much isn't encrypted, so it's virtually impossible to protect it from harm; and
- We lack effective skills and solutions, despite larger cybersecurity budgets.

Shifting from a reactive, perimeter-focused "defense -in-depth" strategy, to a proactive, "**data out**" security paradigm is a necessity. Data must be the central focus, not a by-product of security approaches or applications.

That's why I pioneered data-out protection.

Ionburst's patented technology embeds proactive security, compliance and resilience measures into every data asset. Coupled with Ionburst's random, real-time approach to "fractionalize" and distribute secure data, the opportunity for adversaries is completely marginalized.

Foreword: Origins

Get value from Cloud data regulation

Everyone wants to exploit Cloud. But...regulators, and the industries they regulate, struggle to deliver effective data protection. Partly because regulations differ globally. Partly because of conflicts. Higher cost, complexity and risk now lead many entities to retrench on-premises.

Underlying this is the fact entities have no control or visibility of their data across Cloud.



Anne Lanc

Co-Founder, lonburst

I spent 30 years leading risk management and regulatory change in major Financial Institutions, helping put in place a global industry control framework that underpins trust in our economies today.

Exposing such a closed industry system to an open, multi-Cloud infrastructure, where regulated data moves beyond our control and visibility raises critical challenges poorly understood by industry and regulators. For example:

- Can you attest how many copies of your data exist? Where? Is it safe?
- Can you validate it's compliant with privacy and sovereignty regulations?
- Are you sure it's recoverable in the event of ransomware or Cloud outage?

Regulators demand operational resilience, data sovereignty, and at the same time lower concentration risk. Yet ESG pressures us to reduce data. SaaS was lauded by industry and regulators... until its inherent risks crystallised. We're all still learning.

lonburst overcomes these challenges. It uniquely gives entities control and visibility of their data, empowering them with futureproof, validatable security, compliance and resilience of their data.

That's why I'm passionate about lonburst.

Founder biographies

Anne Lanc

BA, ACA



- Co-founder; 30 years in International FS leading major change and integrations
- Former International Treasury Director BlackRock
- Senior Finance & Strategy roles at Lloyds, HBOS Europe & RBS
- Led Lloyds Bank international liquidity remediation across 34 countries after 2008 Banking Crisis
- Involved in M&A and managing European businesses for several banking groups
- Qualified, Ernst & Young, specializing in Financial Services and Hi-tech with clients like Lloyds Syndicates & Apple

David Lanc

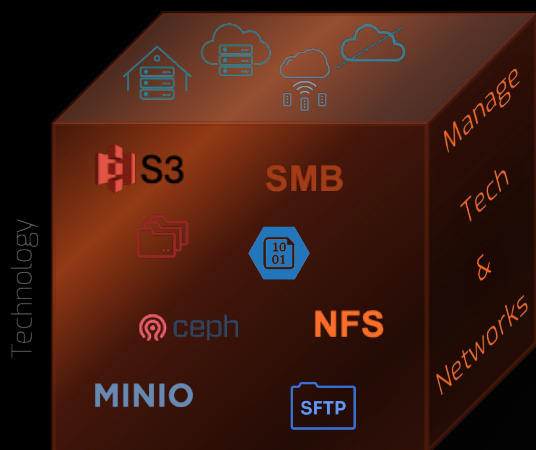
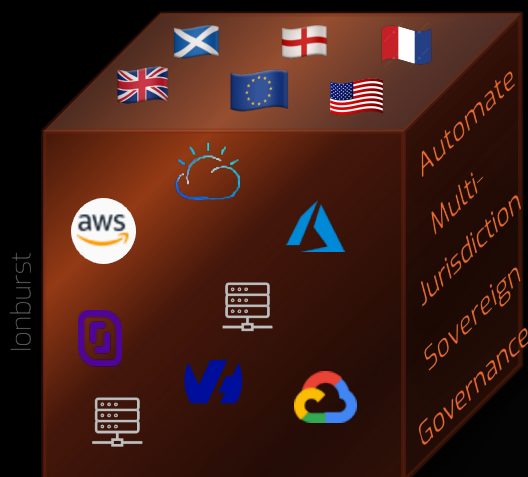
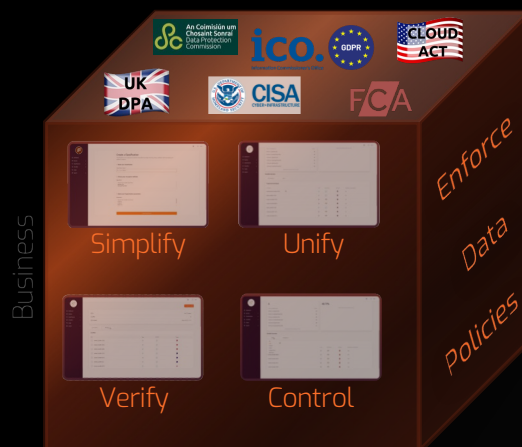
PhD, D.Ent (Hons Causa), BA, CA



- Co-founder; 35 years in consulting, executive management, & international leadership in technology innovation
- Visa Europe Innovation Board; UK EMV Board; UK Stock Exchange Dematerialization; RBS Cards Board
- Introduced ecommerce payment security to global markets in 2003, powering Cloud; protects 2bn consumers today
- Multiple patents in identity/data security
- Contributes to MOD StratCom & NATO strategy for secure multi-domain interoperability

Problem & Solution

" With Ionburst's solution available on IBM Cloud...we are working together to reduce data security risks throughout the financial services industry. "



Adoption

Perspective of the global Cloud leader



	Agree/Strongly Agree	Neutral
Clear proposition AWS needs	100%	-
Immediate customer benefits	75%	25%
Want to work with Ionburst	100%	-

Source: AWS Global Security Team

Everyone wants to exploit Cloud

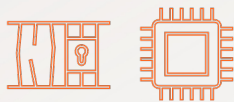
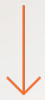
But moving data across Cloud is high risk



You lose control & visibility of data across global Cloud so don't know if it's compliant or safe



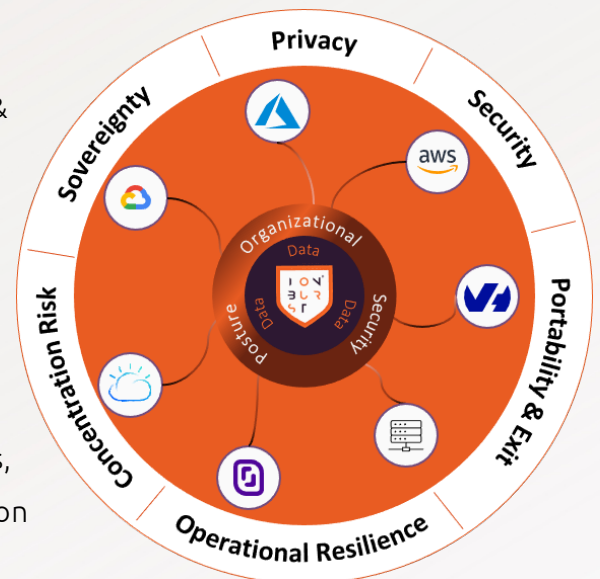
On premises solutions don't scale & existing solutions can't cope, driving up costs and vendor lock-in



Your Cloud data is exposed to hacks, ransomware and quantum decryption



You duplicate Cloud data, resources & carbon impact to mitigate risk across multiple vendors



Less control; more risk, exposure, complexity, cost



76% organisations concerned about security



Cloud intrusions up 75% in last year



IT Cloud budgets 67% focused on resilience & integration



Ransomware to exceed \$265bn by 2031

One solution

Easy to control

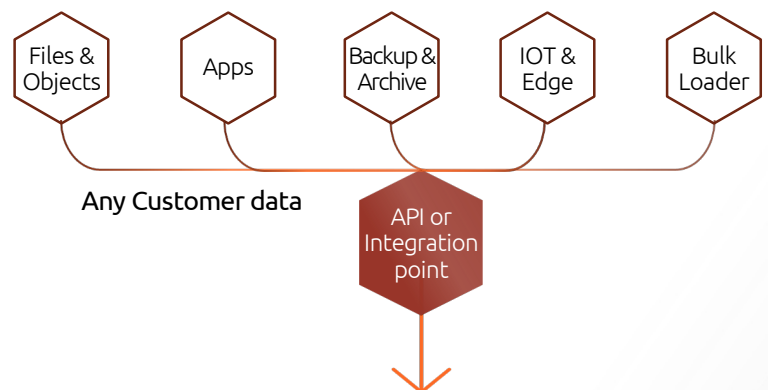
Better, faster, cheaper



Easy as one, two, three...



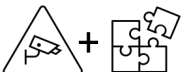
Easy to connect

No change to client-side security
Customer retains client-side encryption keys



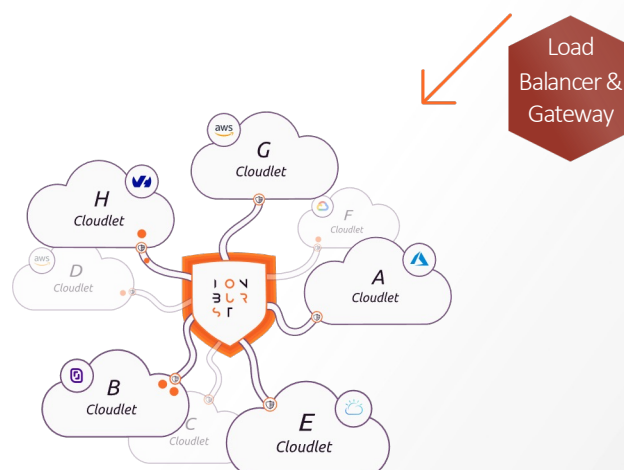
Easy to use

Easy customer security & compliance
policy set-up

- 1  Multiple tokenizations & metadata removal
- 2  Dynamic encryption & symmetric key distribution
- 3  Privacy anonymization & dynamic fragmentation

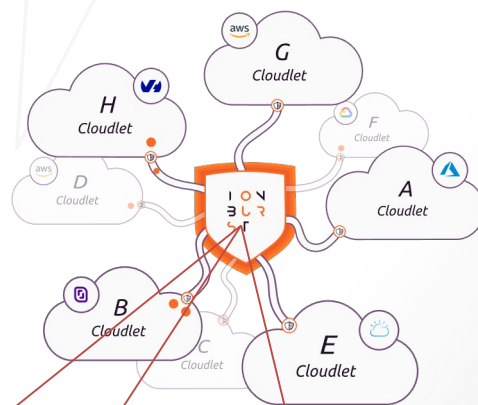
Easy to manage

Easy customer management of
sovereign storage



Your data, your sovereignty

Manage sovereignty & mitigate threats from one control pane



...restricted by geography

Store	Type	Provider	Region	Status
D	dallas-cloudlet-15439			Available
D	dallas-cloudlet-63048			Available
D	dallas-cloudlet-31409			Available
V	virginia-cloudlet-15764			Available
V	virginia-cloudlet-54626			Available
V	virginia-cloudlet-64133			Available

...restricted by storage type

Type	Provider	Region	Status
SFTP			Available
SFTP			Available
SFTP			Available
S3			Available
S3			Available
S3			Available

...restricted by provider

Cloudlet	Type	Provider	Region	Number of Fragments	Cloudlet Status
london-cloudlet-40012				14	Available
london-cloudlet-32536				12	Available
london-cloudlet-11368				10	Available

with Cloud providers you choose

Customers define:

1. Where Ionburst is deployed (e.g. IBM VSI, AWS AMI, on premises, Edge etc)
2. Sovereignty for regulatory & internal governance (e.g. locations, providers & storage types)

Easier, better, cheaper hybrid-Cloud data protection

Simplify

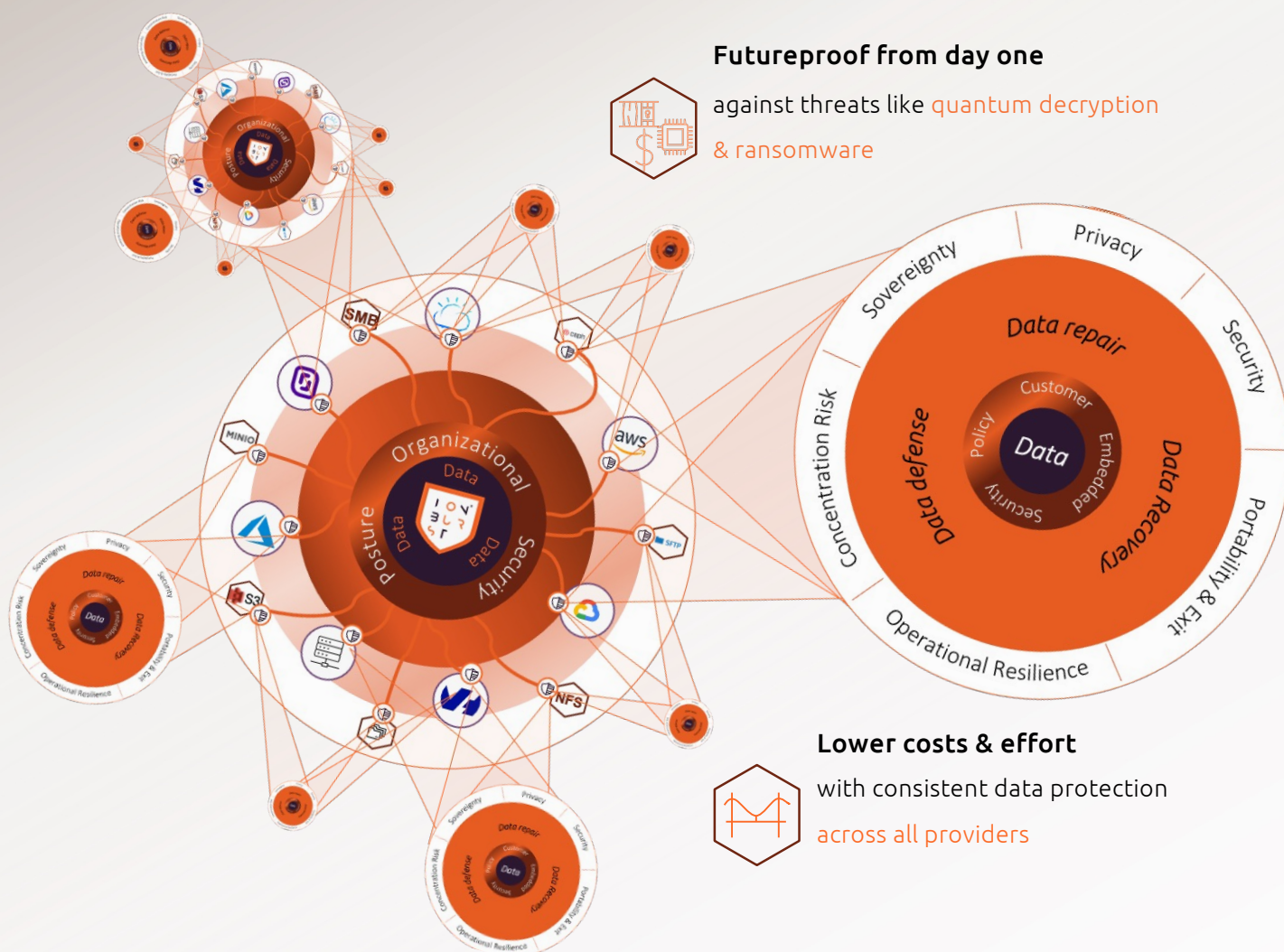


complex, multi-provider configurations with
unified business control of data globally

Futureproof from day one



against threats like quantum decryption
& ransomware



Lower costs & effort



with consistent data protection
across all providers

Freedom from vendor lock-in



with 24x7 threat mitigation & on
demand data portability

Zero-config protection by default



remove misconfiguration risk & data
exposure with less data, saving money

Facts & stats

A recent Thales survey¹ of three thousand respondents in eighteen countries reported:



Are concerned with
Cloud complexity

lonburst simplifies and automates
control of critical data across Cloud



Say sensitive Cloud data is
fully encrypted

lonburst automates 2 encryption
levels to **every** data file



Say sensitive Cloud data is
not encrypted

lonburst encrypts all data whatever its
classification



Are concerned about data
sovereignty & breaches

lonburst embeds security, recovery
and sovereignty the way you want



Control encryption keys
in Cloud, increasing risk

lonburst protects encryption keys in
Cloud. You keep control of your keys



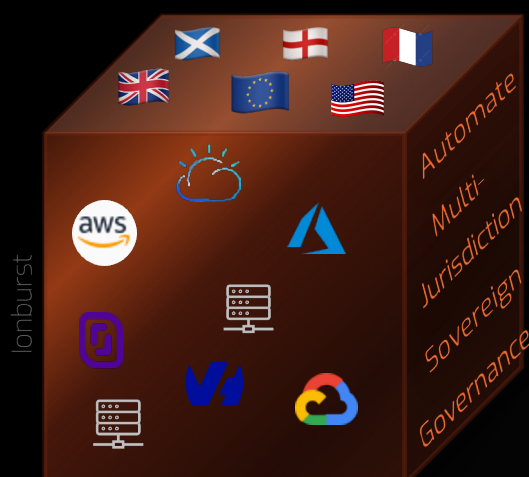
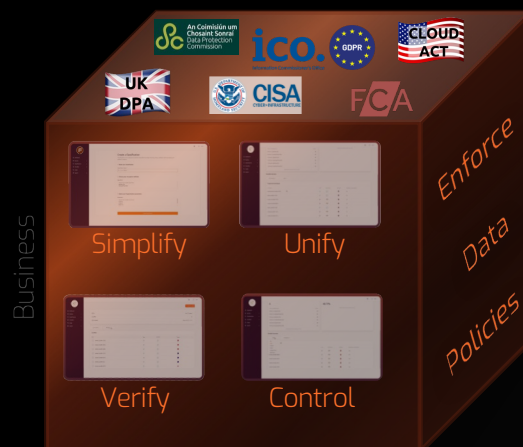
Say human error is main
cause of data breaches

lonburst embeds privacy & security
into all data to avert human error

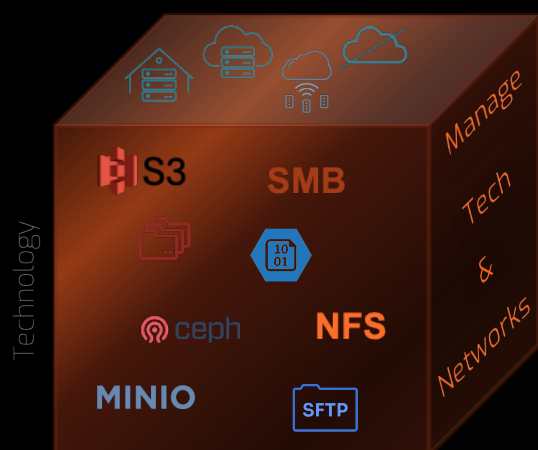
Reference: 1. 2023 Cloud Security Study, Thales

Market & Competition

"It's better than anything that AWS can provide. It's better than anything that Google can provide. It's better than anything that Azure can provide."



"An elegant solution to a global problem"



"Ionburst is uniquely positioned to solve the immediate problems posed by edge computing & **future-proofs proprietary data against Quantum decryption & other advanced attack techniques.**

The Ionburst team has created **the next essential building block needed to secure the distributed enterprise of the future.**"

Competitive Advantage









Ionburst gives your business control.

It empowers organisations easily to enforce & verify business policies for sensitive & regulated data with the most advanced cyber protection available.

No competitor comes close.

Competitors

Competitive value

		Global Cloud	EU Cloud
		   	  
Data secure & recoverable after Cloud failure, ransomware	✓	✗	✗
Easy legacy integration	✓	✗	✗
Embedded privacy, sovereignty & resilience	✓	✗	✗
Threat mitigation unified across multi-Cloud	✓	✗	✗
Multi-Cloud, on premises, Edge deployments	✓	✗	✗
Immediate ROI from lower IT, compliance & vendor costs	✓	✗	✗

One solution to unite data across Cloud...



Ionburst does what Cloud players can't, regulators demand, and you need...

Cloud players want you to use their tools. **Ionburst is Cloud agnostic and gives you control and choice.**

Regulators demand you manage risk; operational resilience & avoid lock-in. **Ionburst gives you tools to manage and mitigate risk, lock-in and cost 24x7.**

You get better, faster, cheaper data security & compliance.



Secure at rest
& in transit



Completely
private



Ransomware &
quantum hardened



Counters reverse
IT re-engineering



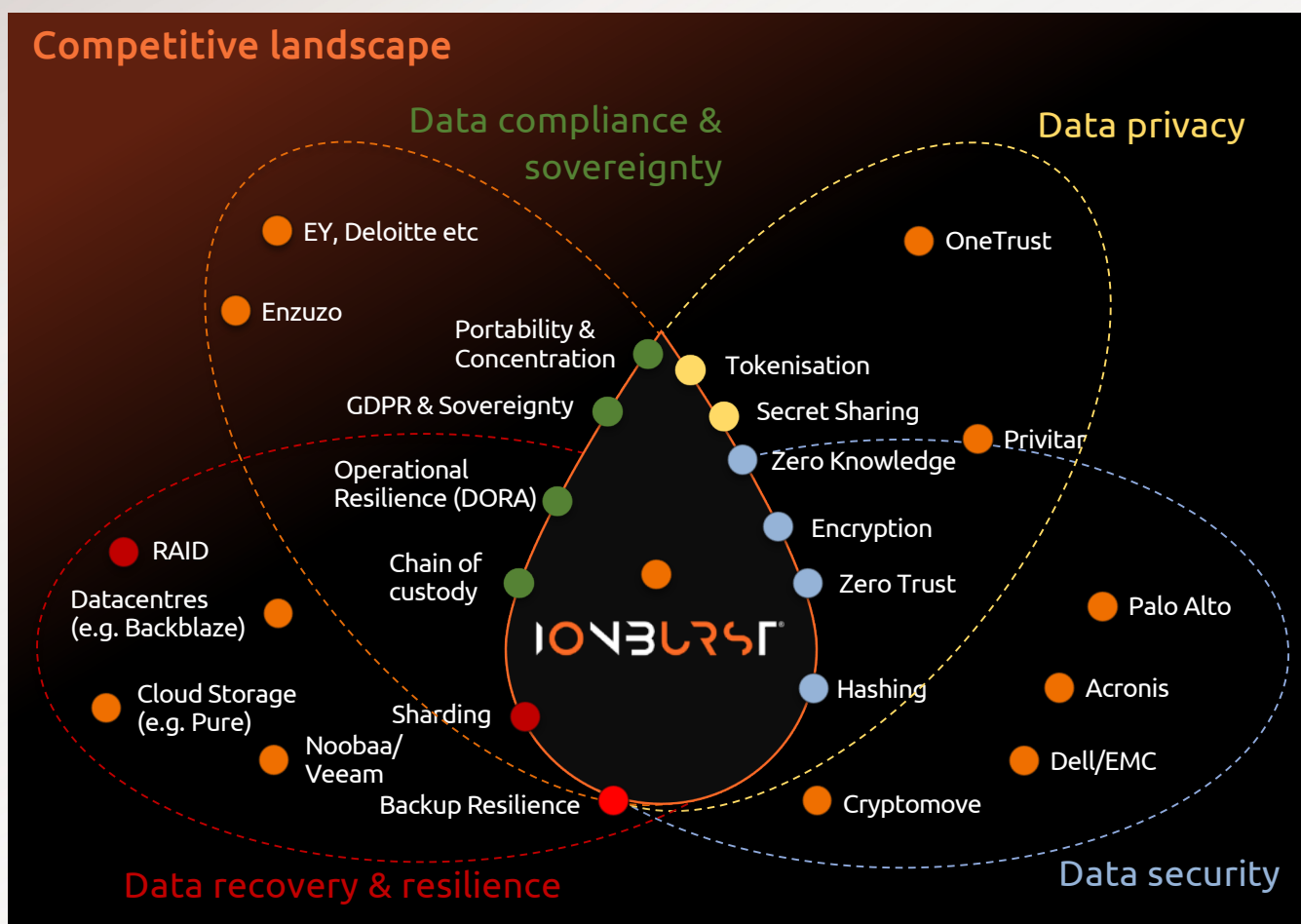
Lower data
costs by 50%+

Real protection for hybrid-Cloud data

Hybrid & secure by design, hybrid & secure by default



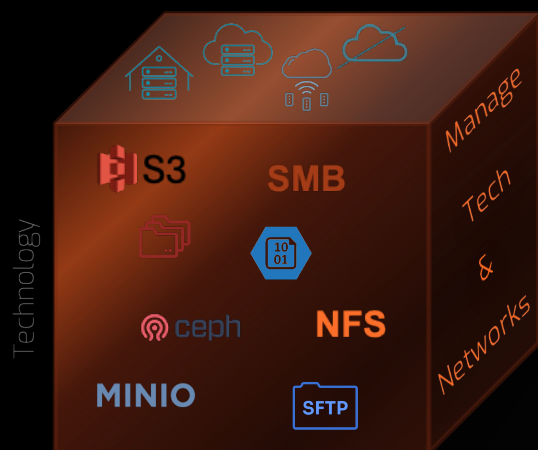
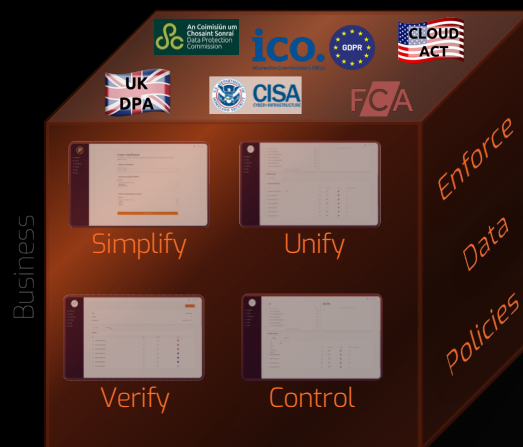
- Data privacy, storage & backup solutions can't match Ionburst's unified-solution for hybrid-Cloud
- Data security solutions can't match Ionburst's hybrid-Cloud assured security & recovery
- Data compliance solutions can't match Ionburst's multi-jurisdiction compliance across hybrid-Cloud



● Competitors
 ● Resilience methods
 ● Compliance challenges
 ● Security methods
 ● Privacy methods

Journey & Traction

"We need to be confident that our clients' private data stays that way. Ionburst gives us that confidence."



"with Ionburst, we were able to demonstrate their cloud-based data security cyber solution for both tactical and operational success."

Our Journey...on a page

2018-2020

Founder bootstrapped

- US patents/Int'l TMs filed
- Innovate UK award
- UK Gov. sponsored
- Scot. Enterprise awards

2020-2021

Furlough - Founder funded

- MVP validated by experts
- AWS sponsor: Royal Navy POC
- Rated "1 of 1" by Plexal/AWS
- UK EiE winner 2021

2022

SaaS launch: 3 solutions



IBC S6



IBC Enterprise



IBC NKV

- 370 users & \$300k AR in 3m
- Royal Navy (paid) success
- Market loved SaaS, BUT

Build out SaaS to multi-platform solution

2022-2024

Market led Pivot

- Customer control/S3
- Hybrid-Cloud & scale
- Led to DoD & AUKUS work

IONBURST



Today

IBM Silver Partner

- Fintech/Regtech
- IBM Cloud for FS
- Embedded solutions

Today

AWS Adv. Tech Partner

- EU Regtech/Fintech
- UK Public sector
- National Security

Today

Direct

- EMEA Gov. multi-site
- UK sovereign Cloud

Traction I

IONBURST



Around the world... in 30 minutes

In late 2021, an Australian Financial Services analytics business called Ionburst after a competitor was hacked and fined by regulators.

Birnam Wood was concerned about the resilience and security of the data it stored in public Cloud and shared with its customers.

We migrated its data via the Ionburst Bulk Loader into protected distributed storage, providing a full reconciliation along the way.

Birnam Wood reduced costs by 50% and data by 60%. Its data was fully compliant, secure and resilient.

We deployed Ionburst in Australia in 30 minutes without leaving Edinburgh.

The project took two weeks.

"We need to be confident that our clients' private data stays that way. Ionburst gives us that confidence."

Colin Green, CEO



IONBURST



Secure & Resilient Interoperability

Delivered in 12 weeks for the Royal Navy



Traction II

US Defence Partner

With lonburst, this is a beautiful ability to actually change people's mindsets on how data needs to be stored, and for us, that's what excites us. It's better than anything that AWS can provide. It's better than anything that Google can provide. It's better than anything that Azure can provide.

CTO & Co-Founder, Monkton, Inc.



Cloud Partner

Developers in heavily regulated sectors can be hesitant to adopt S3 storage. With lonburst customers can take full advantage of S3's reliability and availability, with full confidence their storage resources are fully private and secured using industry and AWS best practices while also preventing compliance drift over time.

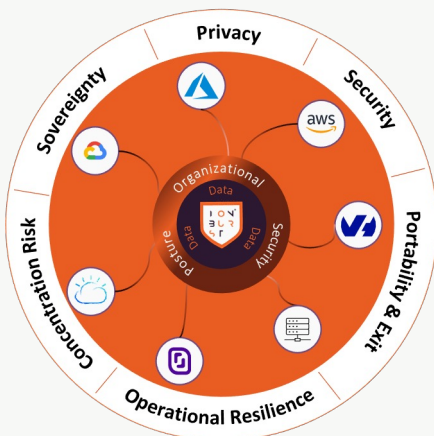
Solutions Architect, Security, Amazon Web Services



Financial Services Customer

lonburst doesn't just give us ridiculously resilient data, it also gives us a business continuity plan in the event of a worst-case scenario. Due to the sensitive data our platform ingests, it's been a game changer for our engineering team.

General Manager, Birnam Wood



Royal Navy advanced technology development

Working on UK MoD's StormCloud Tactical Cloud opportunity with lonburst, we were able to demonstrate their cloud-based data security cyber solution for both tactical and operational success.

AWS Consortium Lead, Royal Navy StormCloud



Traction III

Cloud Partner

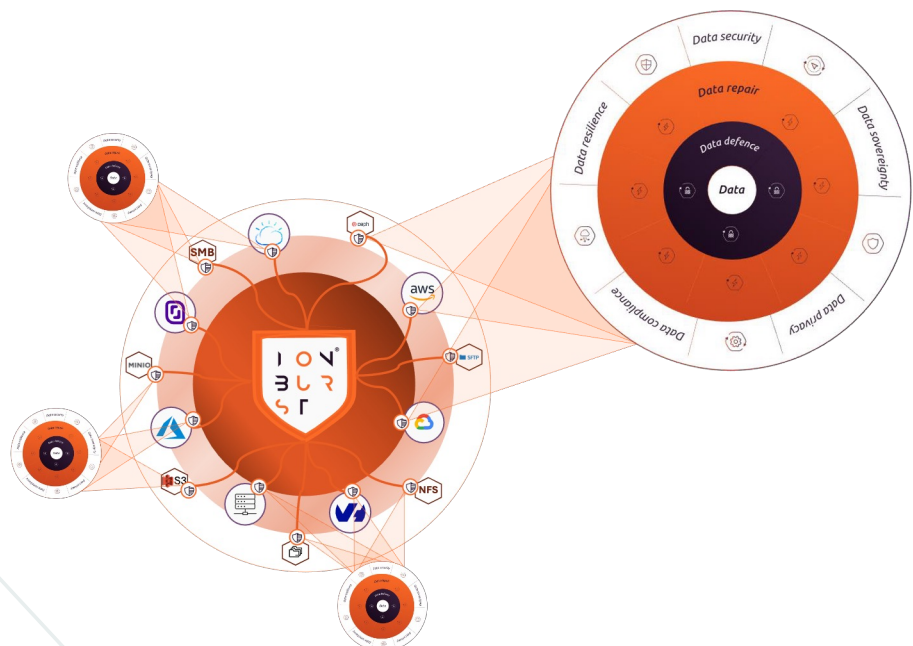
How Ionburst is helping to protect critical data in a hybrid world

Data security is central to nearly everything that we do, especially within financial services as banks and other institutions are trusted to protect the most sensitive consumer data. As data now lives everywhere, across multiple clouds, on-premises and at the edge, it is more important than ever before that banks manage their security centrally. **And this is where Ionburst comes in.**

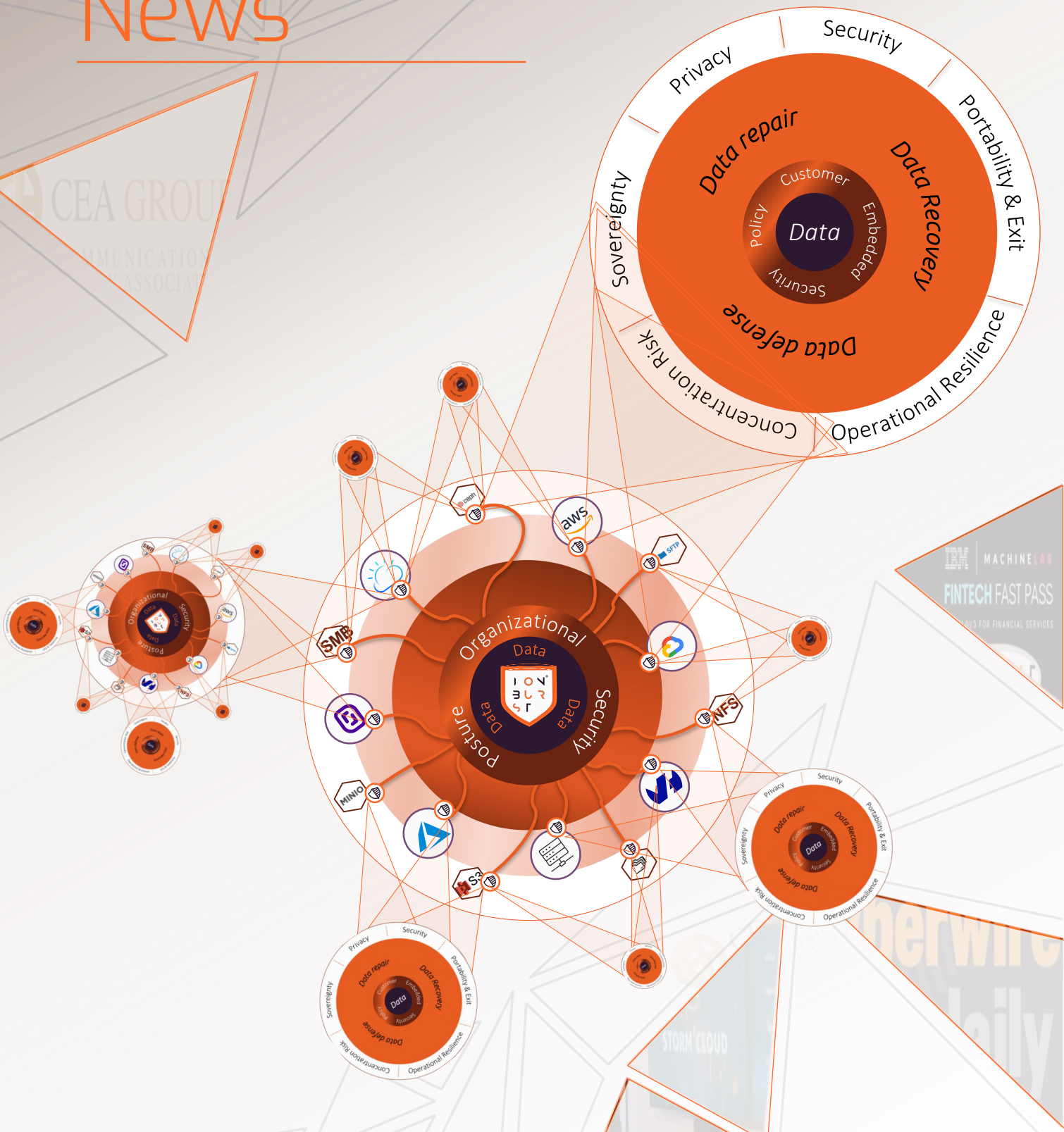
With their platform running on IBM Cloud, Ionburst provides data protection across hybrid cloud environments, prioritizing compliance, security and recovery of data. Ionburst's platform provides a seamless and unified interface allowing for central management of data and is designed to help clients address their regulatory requirements, including data sovereignty, which can ultimately help them reduce compliance costs.

Ionburst is actively bridging the security gap between data on-premises and the cloud by providing strong security guardrails and integrated data management. With Ionburst's solution available on IBM Cloud for Financial Services, we are working together to reduce data security risks throughout the financial services industry.

MD, Financial Services Digital Transformation



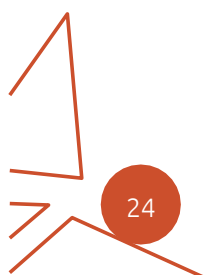
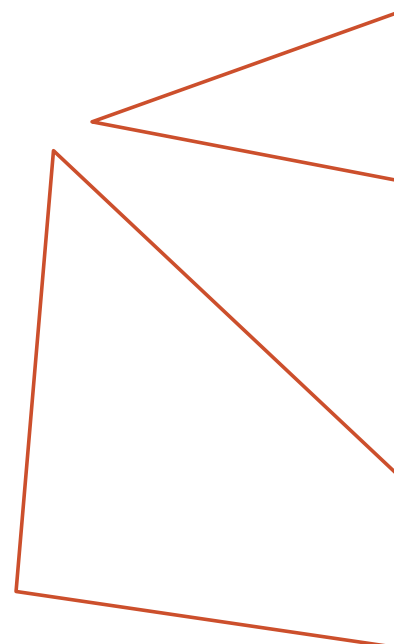
Company & News



Facts & statistics

Founded:	November 2018
Headquarters:	UK - Edinburgh, Scotland US - Michigan
Locations:	Edinburgh (UK); Michigan & Huntsville (US)
Size:	Under 10 FTEs
Customers:	SaaS on AWS (in sunset): >350 Hybrid-Cloud deployments: New launch
Key Partnerships:	IBM Silver Tier Partner AWS Advanced Technology Partner UK, US & EMEA technical partners
Website:	https://ionburst.io

Social: <https://www.linkedin.com/company/ionburst>



Extract news coverage & blogs I

PAST BLOGS I

July 2024

CEA Group – Ionburst: Data-Out Protection Whitepaper

<https://www.ceaworldwide.com/blog/ionburst-whitepaper-data-out-protection-foreword-by-jeff-snyder>



June 2024

Jeff Snyder, Former VP, Raytheon - Ionburst is an elegant solution for a global problem:

<https://www.linkedin.com/feed/update/urn:li:activity:7204231141120192512/>



29th April 2024

MD IBM - How Ionburst is helping to protect critical data in a hybrid world:

<https://www.linkedin.com/posts/prakashpattin-how-fintech-innovation-is-driving-digital-activity-7193221235667861504-Nqnu>



26th January 2023

Solutions Architect AWS - Automate your Cloud storage solutions with AWS & Ionburst

<https://aws.amazon.com/blogs/apn/automate-your-cloud-storage-security-with-aws-and-ibc-s6-from-ionburst/>



Extract news coverage & blogs II

PAST BLOGS II

16th June 2022

Royal Navy News: Royal Navy works with Tech giants to embrace innovation at debut event

<https://www.royalnavy.mod.uk/news/2022/june/17/220617-royal-navy-stormcloud>



25th June 2021

Digit: Quantum Resilience and the Challenges of Cloud Security <https://www.digit.fyi/quantum-resilience-and-the-challenges-of-cloud-security/>



18th May 2020

Innovate UK: Ionburst: safe and anonymous data in the cloud

<https://www.gov.uk/government/case-studies/ionburst-safe-and-anonymous-data-in-the-cloud>



Extract news coverage & blogs III

AWARDS & RECOGNITION

23rd August 2024

Scottish FT Awards: 2024 Finalists announced

<https://www.scottishftawards.com/2024finalists>



12th February 2024

Digit: Cohort of Scots Tech Entrepreneurs
Selected for SXSW Programme

<https://www.digit.fyi/cohort-of-scots-tech-entrepreneurs-selected-for-sxsw-programme/>



23rd January 2024

Fintech Scotland: Ionburst selected as one of the
top Fintechs globally to join IBM Fintech Fast Pass

<https://www.fintechscotland.com/ionburst-selected-as-one-of-the-top-40-fintechs-globally-to-join-ibm-fintech-fast-pass/>



11th May 2021

Digit: EIE21 Crowns Data Protection Startup
Ionburst With Pitch of the Day

<https://www.digit.fyi/ionburst-wins-pitch-of-the-day-at-eie21/>



6th April 2021

TCNewTech Pitch Contest: and the winner
is...Ionburst

<https://www.youtube.com/watch?v=D7h3EnmY7e4>



Extract news coverage & blogs IV

VIDEOS & PODCASTS I

June 2024

Ionburst - Control Your Data Everywhere, from anywhere

<https://youtu.be/GxddsdbtNM>



2024 Monkton Inc:

Ionburst testimonial Defense - Stephen Thompson, CTO and Co-Founder

<https://www.youtube.com/watch?v=DipzFySkvKQ>



2024 Compliance Expert Testimonial:

Steve Wilkinson, Advisor to US and UK governments in Data privacy & sovereignty

<https://www.youtube.com/watch?v=ifmwExqSuyQ>



April 2023

Fintech Scotland: Scaling Up – Improving Resilience

<https://open.spotify.com/episode/0tZNEFdj9GRkCOBM6visc3>



Extract news coverage & blogs V

VIDEOS & PODCASTS II

December 2021

Cyberwire Daily: Notes on ransomware, espionage, and cyber conflict

<https://open.spotify.com/episode/71qUdyjmYQjZ6HzmaifN4r>



11th October 2021

Scaleway: How to turn your infrastructure into a data safe

<https://www.youtube.com/watch?v=DVBoAyTlxeM>



July 2021

Fintech Scotland: Episode 9 – Fintechs and cybersecurity

<https://open.spotify.com/episode/2qalU8PfWgQ3ONLPTFqbav>



6th March 2021

Digital Scotland: Stop breaches, not business: Bridging the security gap between data and the Cloud

<https://www.youtube.com/watch?v=xuNTHH9QYxY>



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Tel: 0131 210 0047

Website: <https://ionburst.io>

