



**CYBERSECURITY MARKET:
COOPERATION, INNOVATION,
AND INVESTMENT STRATEGIES**



**Mehr Wert.
Mehr Vertrauen.**



TÜV SÜD at a glance



150+
YEARS OF
SAFETY, SECURITY
& SUSTAINABILITY



1,000+
LOCATIONS
WORLDWIDE



€2.6
BILLION
IN ANNUAL
REVENUE



25,000+
EMPLOYEES*



41%
OF REVENUE
OUTSIDE GERMANY^



574,000
CERTIFICATES



100%
INDEPENDENT
& IMPARTIAL



1-STOP
SOLUTIONS
PROVIDER

*Protect People, the Environment
and Property against the Possible Adverse
Effects of Technology.*

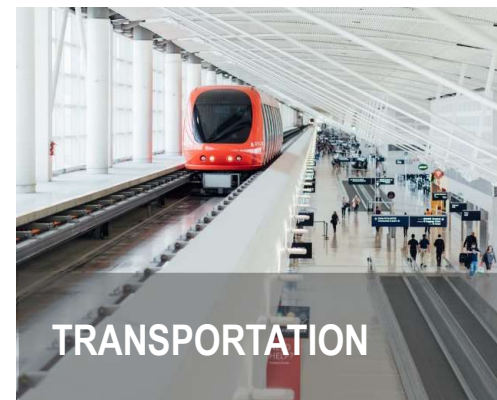
*Proof of Safety, Security, Quality and
Sustainability*

*As of 2019-12-31

^Based on clients' locations

Note: Figures have been rounded off.

Ensuring digital trust across industries





What drives the market – addressing the deciding factors

Goals	Pain points	Market Expectations from a third-party TIC Company
Effective Protection against Cyber Risks	<ul style="list-style-type: none">How to protect my business effectively – minimum invest and protect against the maximum critical risks?	<ul style="list-style-type: none">Neutrally evaluate for cyber risks at an early stage and help increase the cybersecurity postureHelp avoid outages, damage to reputational risk, protecting supply chain and intellectual property
Global Market Access	<ul style="list-style-type: none">Today: non-harmonized, unclear regulationsUncertainty on upcoming regulations / mandatory requirements and related cost	<ul style="list-style-type: none">Through its regulatory knowledge & domain specific expertise, help with compliance to necessary requirements and regulationsHelp shape regulations and standards
Increasing “Trustworthiness”	<ul style="list-style-type: none">How to increase trustworthiness in my own organisation, products and services?	<ul style="list-style-type: none">Support as a neutral third-party specialists in safety, security and sustainability servicesHelp increase trust both at organizational level and products level of the customer (pre- and post- cyber incidents) for market introduction

The Charter of Trust and the ten principles

Partners



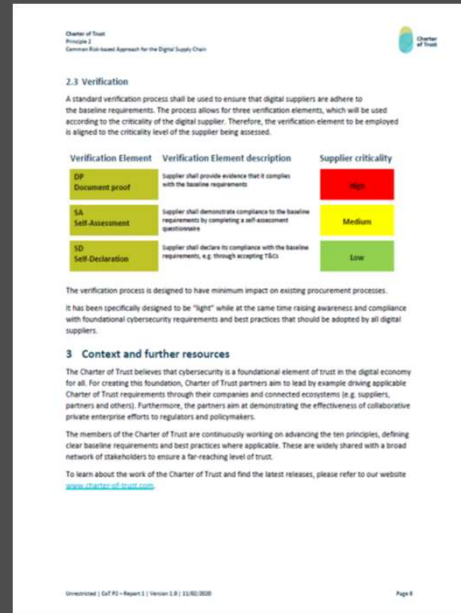
Associated Partner Forum



- 01 Ownership of cyber and IT security
- 02 Responsibility throughout the digital supply chain
- 03 Security by default
- 04 User-centricity
- 05 Innovation and co-creation
- 06 Education
- 07 Certification for critical infrastructure and solutions
- 08 Transparency and response
- 09 Regulatory framework
- 10 Joint initiatives

External communication package released

Content deep dive



Available on the CoT Website
www.charteroftrust.com



and medium sized enterprises in their efforts towards more Cybersecurity

Content deep dive

- Target group: Small and Medium-sized Enterprises
- Content: Concrete step-wise approach towards a stronger setup for Cybersecurity
- Statistical data with “relevance” for German based SME’s
- Language: Available in German (and English translation)

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