

LIKE A STARTUP: NEW PRODUCT OUT FAST

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STARTUP? F-Secure?



F-Secure (OMXH: FSC1V)

Founded	1988
2014 Revenues	153.8 MEUR
Market Cap (per 14.6.2015)	487 MEUR
Personnel (per 31.12.2014)	921 people

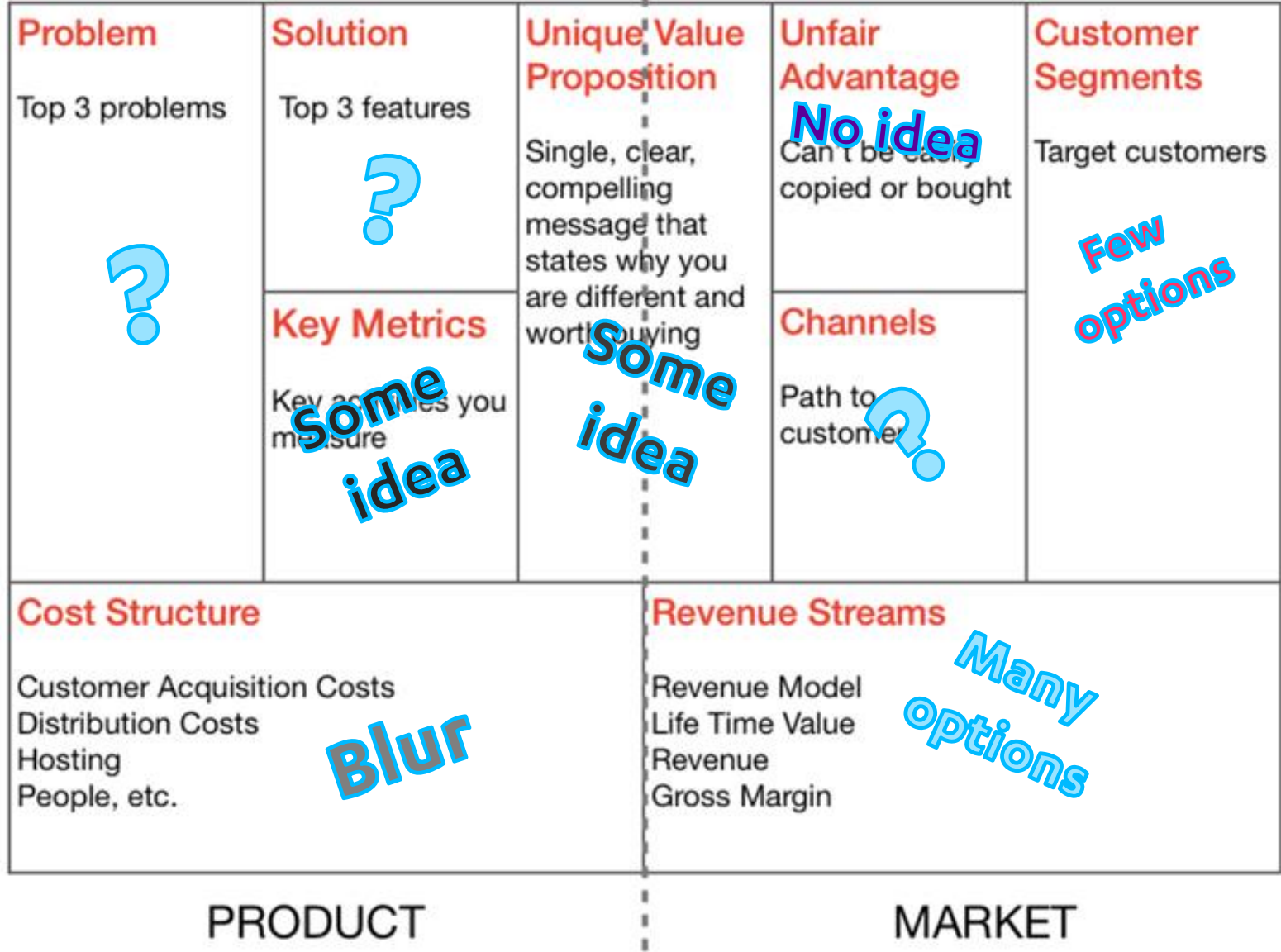
STARTUP



A temporary organization set up to search for a sustainable business model.

SPRING 2013: 1.5 PEOPLE AND A VISION





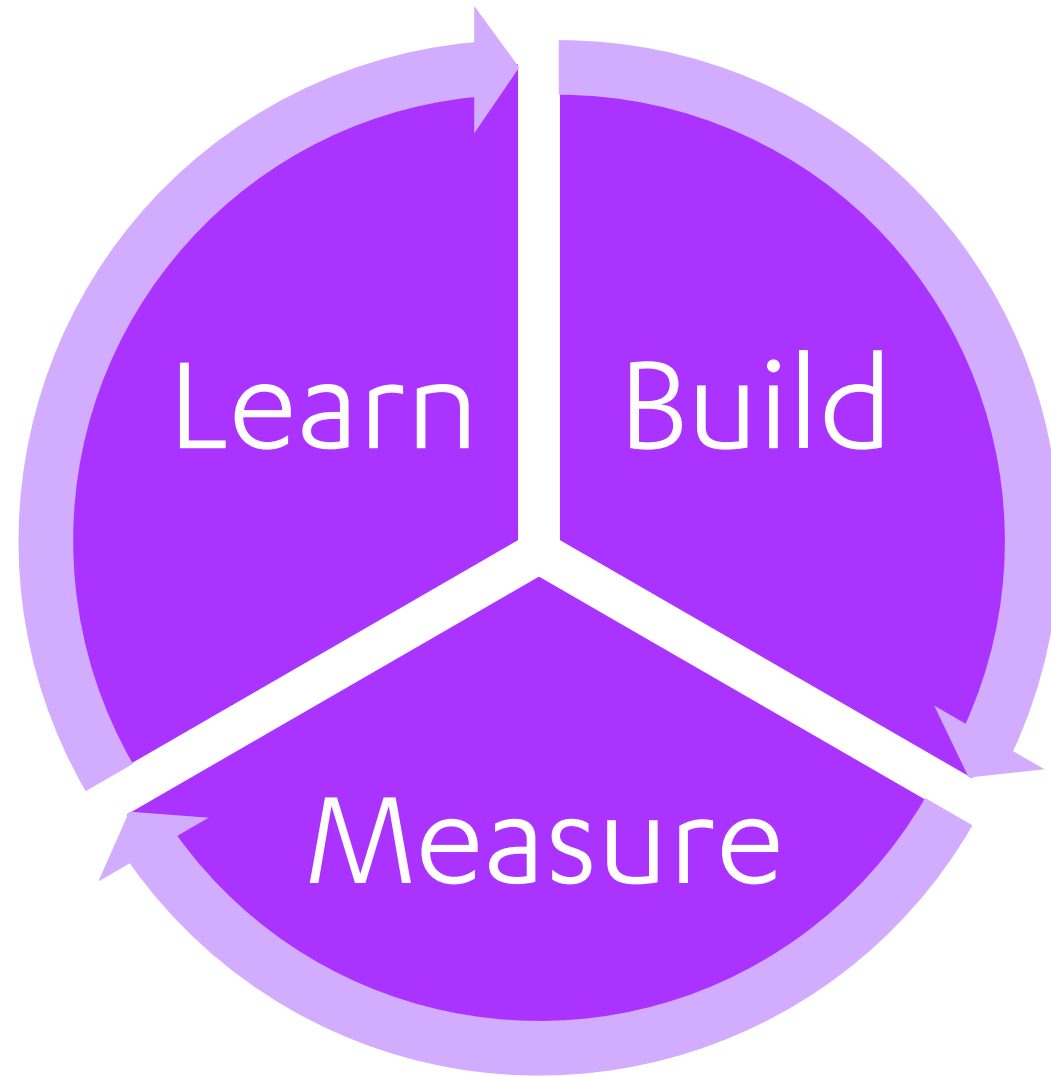
REALITY

INTERNAL STARTUP



a.k.a. in-company venture, virtual
small company in the big company

Mechanism to do (or try) radical
innovation in a big company
context

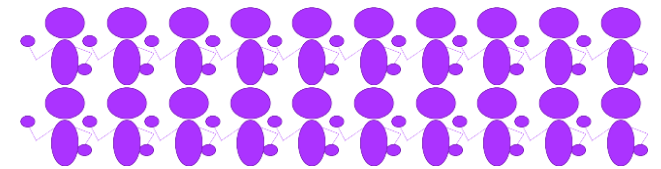
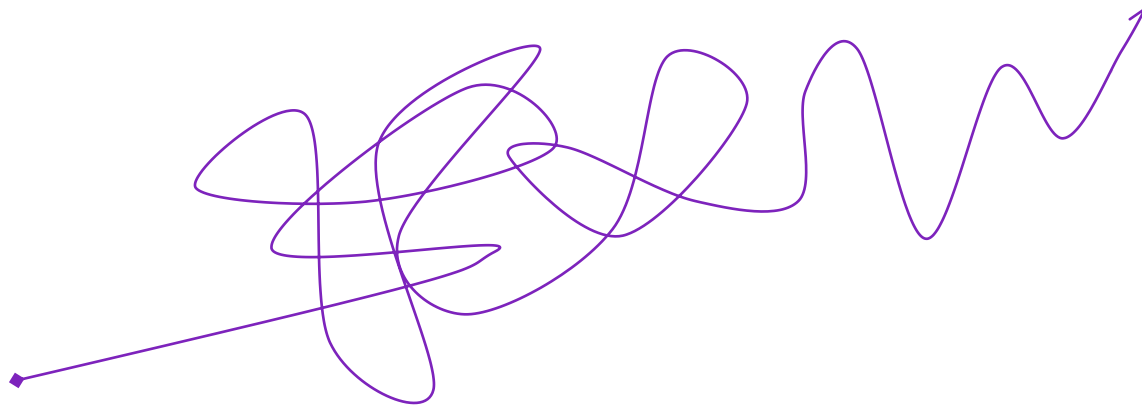


GET OUT OF THE BUILDING

SHIP IT

**LEVERAGE
AND
FIGHT
THE BIG COMPANY**

GROWTH STORIES HAPPEN



- 2M+ downloads
- Major initiative
- All sales channels

**SWITCH
ON
FREEDOM**