



Allow Everything.
Trust Nothing.

October 2019

NASDAQ/ TASE: SFET
www.safe-t.com

Filed Pursuant to Rule 433
Issuer Free Writing Prospectus dated
October 22, 2019
Relating to Preliminary Prospectus dated
October 22, 2019
Registration No. 333-233976



Free Writing Prospectus Statement

This presentation highlights basic information about us and the offering to which this presentation relates. Because it is a summary, it does not contain all of the information that you should consider before investing in our securities. The Company has filed a Registration Statement (including a prospectus, which currently is in preliminary form) with the SEC for the offering to which this presentation relates. The Registration Statement has not yet become effective. Before you invest, you should read the Preliminary Prospectus in the Registration Statement (including the risk factors described therein) and other documents the Company has filed with the SEC for more complete information about the Company and this offering. You may access these documents for free by visiting EDGAR on the SEC web site at www.sec.gov. The Preliminary Prospectus, dated October 22, 2019, is available on the SEC web site at www.sec.gov/edgar. Alternatively, the Company or the underwriter participating in the offering will arrange to send you the Preliminary Prospectus and, when available, the final prospectus and/or any supplements thereto if you contact A.G.P./Alliance Global Partners, 590 Madison Avenue, 36th Floor, New York, NY 10022 or via telephone at 212-624-2006 or email: prospectus@allianceg.com.

Forward-Looking Statements

This presentation of Safe-T® Group Ltd. (the “Company”) contains “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act and other securities laws. Words such as “expects,” “anticipates,” “intends,” “plans,” “believes,” “seeks,” “estimates” and similar expressions or variations of such words are intended to identify forward-looking statements. For example, the Company is using forward-looking statements when it discusses the potential of its products, its strategy, market potential for its products and future growth. Forward-looking statements are not historical facts, and are based upon management’s current expectations, beliefs and projections, many of which, by their nature, are inherently uncertain. Such expectations, beliefs and projections are expressed in good faith. However, there can be no assurance that management’s expectations, beliefs and projections will be achieved, and actual results may differ materially from what is expressed in or indicated by the forward-looking statements. Forward-looking statements are subject to risks and uncertainties that could cause actual performance or results to differ materially from those expressed in the forward-looking statements. For a more detailed description of the risks and uncertainties affecting the Company, reference is made to the Company’s reports filed from time to time with the Securities and Exchange Commission (“SEC”), including, but not limited to, the risks detailed in the Company’s preliminary prospectus dated October 22, 2019, filed with the SEC as part of the Company’s Registration Statement on Form F-1 (File No. 333-23397), and documents incorporated by reference therein. Forward-looking statements speak only as of the date the statements are made. The Company assumes no obligation to update forward-looking statements to reflect actual results, subsequent events or circumstances, changes in assumptions or changes in other factors affecting forward-looking information except to the extent required by applicable securities laws. If the Company does update one or more forward-looking statements, no inference should be drawn that the Company will make additional updates with respect thereto or with respect to other forward-looking statements.

Offering Summary

Issuer	Safe-T Group Ltd
Exchange / Ticker	NASDAQ: SFET
Offering Size	Up to \$7.5M (100% Secondary)
Over Allotment	15% (100% Secondary)
Offering Details	Common Stock, Pre-funded Warrants and Warrants
Use of Proceeds	We intend to use the net proceeds from this offering for working capital and general corporate purposes
Sole Book-Runner	A.G.P / Alliance Global Partners

Safe-T – Masters of Access

We empower organizations to easily and dynamically **allow** the access of users to private apps, services and networks with **maximum business continuity** and **minimal risk**

Allow Everything. Trust Nothing.

Safe-T Leadership



Chen Katz
Chairman of the Board
TechnoPlus Ventures (TASE: TNPV)
Nanomedic Technologies
Compulab
Aminach



Amir Mizhar
President and Co-Founder and CSA
eTouchware
M-Technologies



Shachar Daniel
Co-Founder and CEO
PrimeSense / Apple (NASDAQ: AAPL)
Logic
Elbit (TLV: ESLT)



Eitan Bremner
Co-Founder and VP Technology
Radware (NASDAQ: RDWR)
Radvision / Avaya (NYSE: AV)
Israeli Intelligence Corps



Itay Nahum
VP Customer Success
IBM



Shai Avnit
Chief Financial Officer
BriefCam
BioProtect
Card Guard Scientific / LifeWatch (SIX: LIFE)



Barak Avitbul
CEO NetNut
DiViNetworks



Moshe Kremer
CTO NetNut

US ADVISORY Committee



Dr. Sunil Lingayat

Chief of Cybersecurity
Strategy and Technology
T-Mobile



Gary Eppinger

Global Chief Information
Security Officer (CISO) and
Privacy Officer
Carnival Corporation & plc



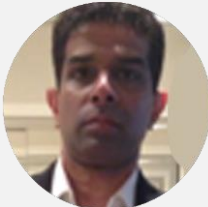
Yabing Wang

Chief Security Architect and
Vice President of Global
Security
Alight Solutions (Aon-Hewitt)



Richard Greenberg

OWSAP Global BoD, ISSA
Fellow, Former CISO Los
Angeles County Department of
Health Services



Floyd Fernandes

Chief Information Security
Officer for an undisclosed
global multi-media company



Mike Pflieger

Chief Information Security
Officer and Vice President of
Enterprise Information
Management for CDW, provider
of technology solution



Martin Bally

Chief Security Officer and Vice
President for Diebold Nixdorf,
responsible for enterprise
information and product
security

Holdings Structure



Safe-T ID



Publicly traded cyber security company (NASDAQ, TASE: SFET) with patented technology; Founded in 2013



\$6 Billion total addressable market*



Employees with deep expertise (leading global cyber companies & intelligence army units)



Hundreds of enterprise customers globally, including a scalable cloud solution in 5 continents



Recently acquired NetNut Ltd., residential IP Proxy company, and CyKick Labs' UBA technology



Global technology and channel partner network and partnership platform with almost 100 ISPs



OEM partnerships in USA (K2, SecureAuth)



Research coverage by leading industry analysts (Gartner)



Selected Customers

LAEGO AG
PoS-Partner Netzwerk

bank hapoalim

TEMENOS

travelfusion

MOZ

BrandShield

Equiant™

ebay

PLYmedia

MERIT
DATA + CODE

FORNOVA

hiQ™

TrackStreet
PROTECT + GROW YOUR BRAND

ADPTOIT
Data from Websites and Documents

Partner

Travix

DATA
SEEKERS

CyberGhost VPN

ONE TWO
TRIP!

QL2
information
insights
immediate

Check Point
SOFTWARE TECHNOLOGIES LTD

RECHOO

ACTNIA

Groupe Minoteries
L'INNOVATION, NOTRE TRADITION

LBG

AwardWallet

PUREVPN

W

WORLDWIDE
TICKETS
REINVENTING RESALE

MINISTRY
OF HEALTH

MINISTRY
OF HEALTH

Airpaz

SimilarWeb

IOT
Indiana Office
of Technology
Powering a State that Works

Israel Electric

NETSVS
the web is your database

QUICKLIZARD

KIWI.COM

eviCore
innovative solutions
healthcare

fiveblocks

events travel

apptopia

AMERICAN COMMITTEE FOR THE
WEIZMANN
INSTITUTE OF SCIENCE
SCIENCE FOR THE BENEFIT OF HUMANITY

HAREL
Insurance & Finance

RLM FINSBURY

HOTEL COMPETE

datametrics
SOFTWARE SYSTEMS

DREAM THEORY
MARKETING

TripStack

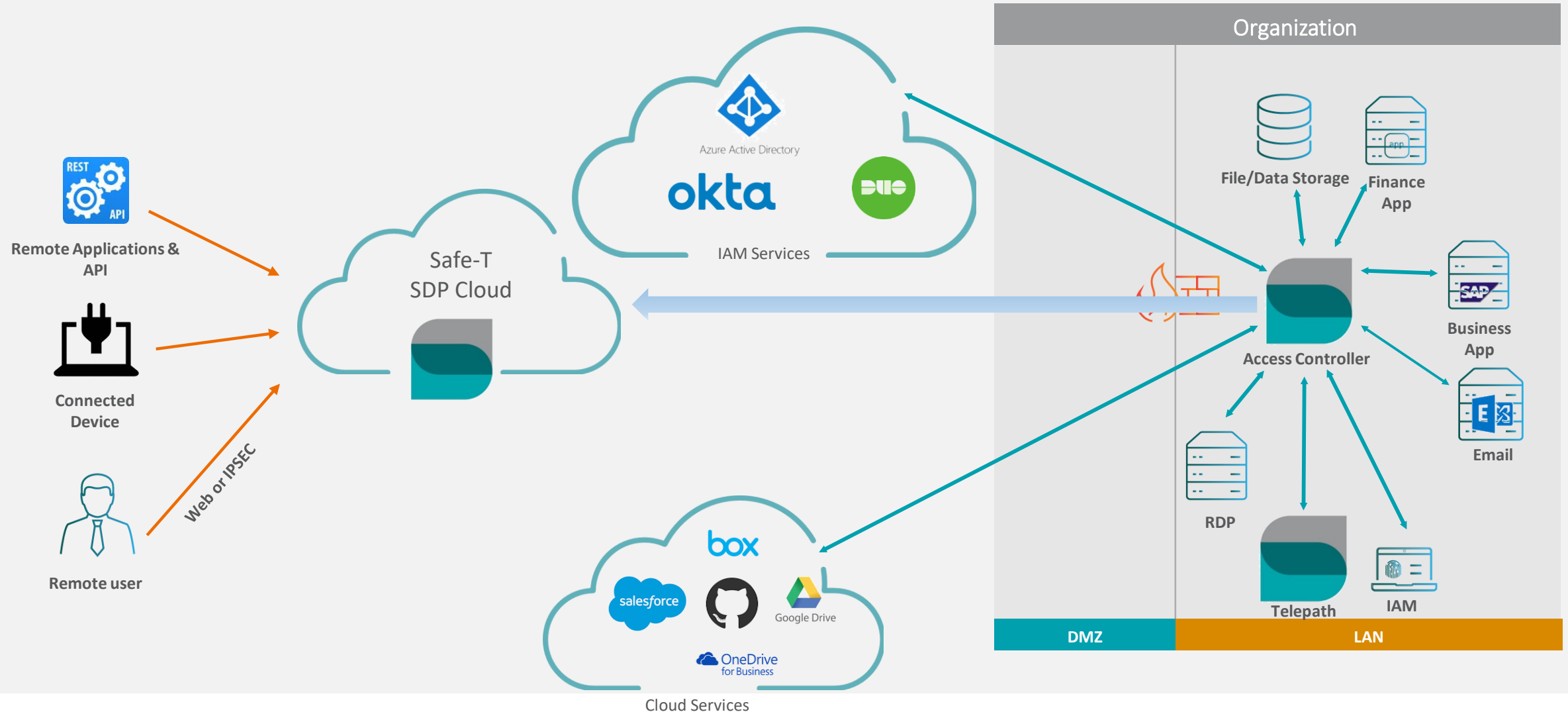
ROLLOMATIC®

K2®

Safe-T[®]'s Software-Defined Perimeter Solution

- Safe-T Secure Application Access introduces an evolution in the way organizations grant secure external access to their services.
- It offers true secure and transparent access for all entities to internal applications and data.
- Clients requesting access must go through authentication and authorization stages before they can access the resource.

Safe-T Secured Application Access



Secured Application Access

Deploying SDP is a Journey

- Access **before** trust is established
- Users are **on** the network
- **Potential** lateral movement
- **VPN Client-based** solution
- Designed for **on-premises services**

- Access **after** trust is established
- Users are **off** the network
- **No** lateral movement
- **VPN Client-based** solution
- Designed for **on-premises services**

- Access **after** trust is established
- Users are **off** the network
- **No** lateral movement
- **Client-less** solution
- Designed for **cloud & on-premises services**

Access
based on
legacy tech
– e.g. VPN



Our customers are here

SDP the VPN
ZoneZero™



Safe-T is the only vendor providing a
step along the journey

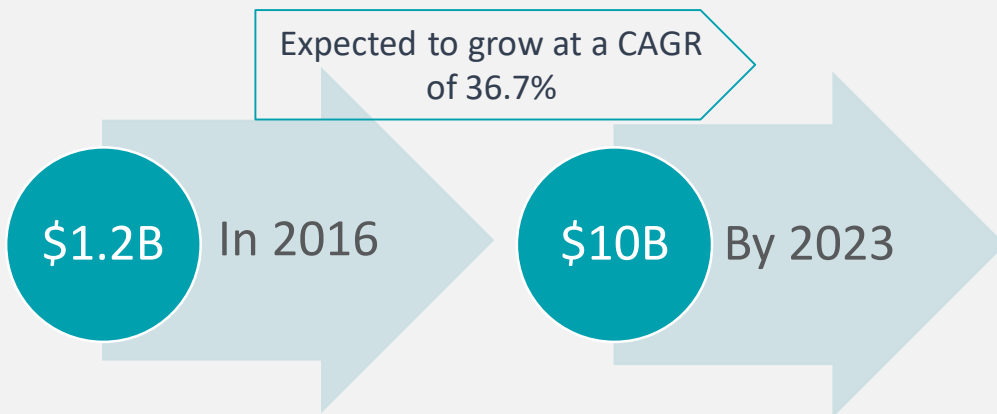
Replace
legacy
access tech
with an SDP
solution



They want to be here

Secured Application Access

Global Software-Defined Perimeter (SDP) Market*



According to Gartner, "By 2023, **60%** of enterprises will phase out most of their remote access virtual private networks (VPNs) in favor of ZTNA."**

 **SAFE-T** was named a Representative Vendor in Gartner SDP reports.

"Symantec buys Israeli cybersecurity co *Luminate* for \$200m"
Globes, February 2019



"Proofpoint is paying \$120 million for *Meta Networks*, in which \$10 million has been invested since it was founded two and a half years ago."
Globes, May 2019



* <https://www.marketwatch.com/press-release/software-defined-perimeter-sdp-market-2019-global-analysis-opportunities-and-forecast-to-2024-2019-03-11>



** Gartner, Market Guide for Zero Trust Network Access, Steve Riley et al., 29 April 2019

Gartner Disclaimer: Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

Secured Application Access - Main Advantages



Any setup: on-premise,
on cloud or hybrid



Flexible - Client, Clientless & IoT
versions/ with your VPN, instead of your
VPN or next to your VPN



Full network segmentation using
Reverse Access patented
technology



Detects the presence of bots or authenticated malicious
insiders using Telepath Behavioral Analytics thus preventing
attacks before they happen



Scalable – fits any type & numbers of
users, grows with the growing data
demands

Current File Access and Storage Solutions are Inadequate

- Requires deploying clients – operational overhead
- Uses technologies like SMB, which are vulnerable for Ransomware attacks



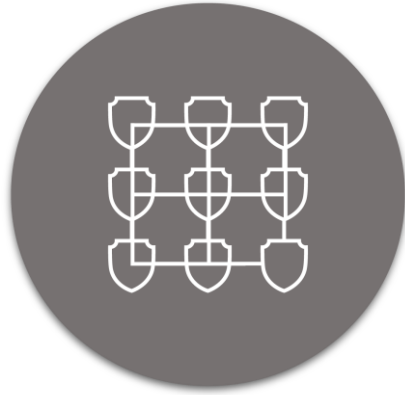
- No access control on user actions
- No auditing of user actions

* Source: Bleeping Computer "One Year After WannaCry, EternalBlue Exploit Is Bigger Than Ever ", May 2018

Safe-T's Secured File Access Solution

- Safe-T® Secure File Access solution transforms standard network drives to a secure, encrypted and access-controlled drive
- Sensitive information is exposed on a “need to know basis” and permissions
- Users are granted specific permissions to upload, download, copy, open, delete, view, etc.
- Secure access to sensitive information is gained over the standard and secured protocols
- All user actions are controlled and audited
- Fully integrated with Safe-T Secure Application Access solution

Secured File Access Main Advantages



Ensure “need to know” basis access, preventing the next “Edward Snowden”



User's do not change their day-to-day life



Add layer of security missing from current file storages



Track all user actions on files

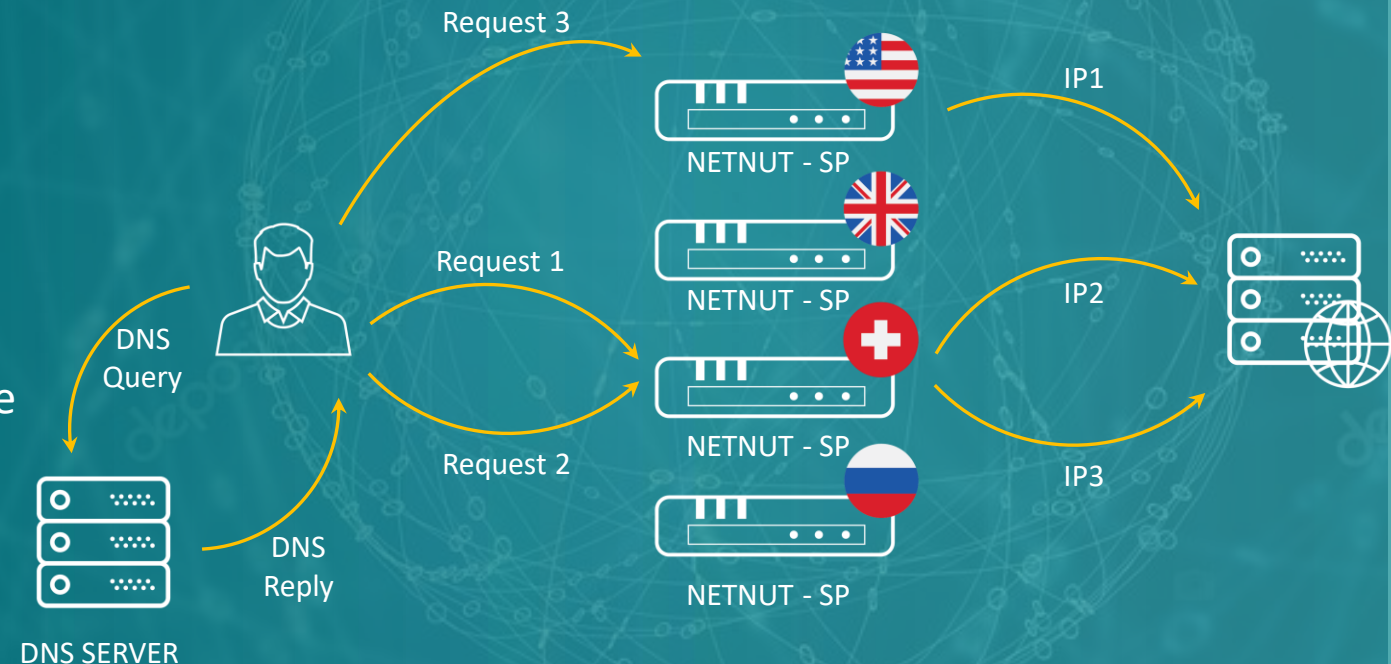


Preventing ransomware attacks

NetNut Global Proxy Network

NetNut provides cyber and web intelligence companies with a proxy service that allows them to collect data anonymously and infinitely from any public online sources.

The service is based on NetNut's unique optimized proxy and traffic redirection technology deployed on the backbone of ISPs and internet exchange points worldwide.

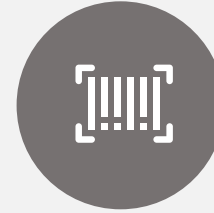


NetNut Customer Use Cases



Ad verification

Our ad network customers view their advertisers' landing pages to ensure they don't contain malware or improper ads. This verification is crucial for fraud detection.



Brand protection

Well known brands monitor the web for proper use of their brand to protect their Intellectual Property, trade marks and pricing strategy.



Travel

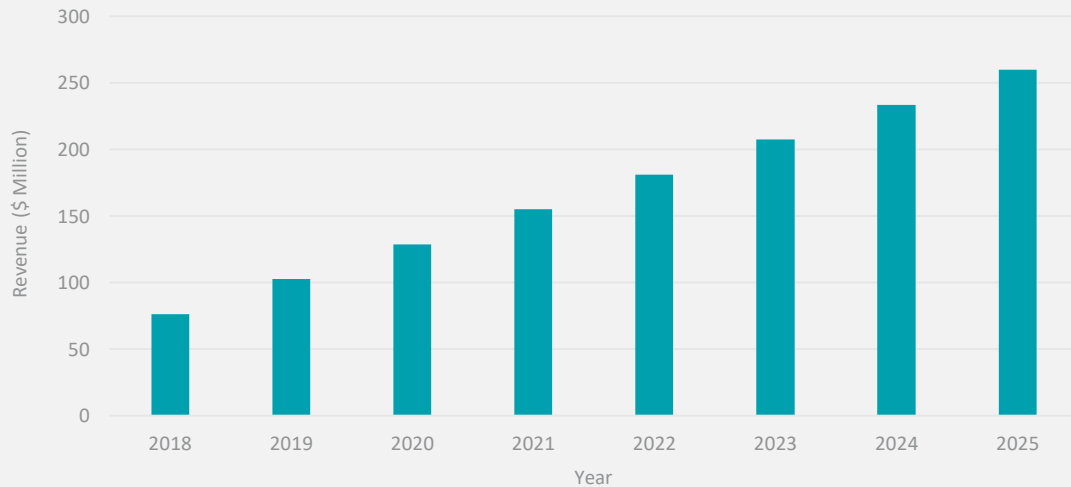
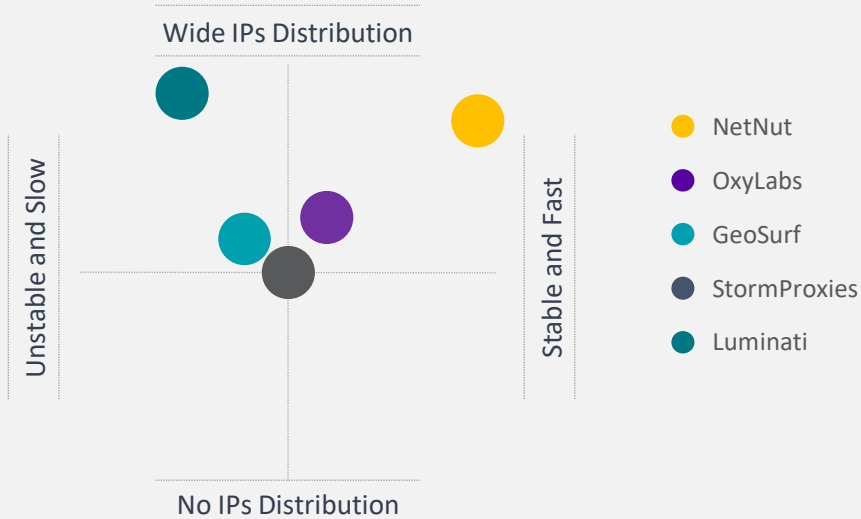
Travel companies collect pricing information of their competitors from different GEO location. Our network allows them to adapt their pricing accordingly and gain competitive advantage.



Business intelligence

Leading E-commerce websites collect product related features and pricing from the web using our network to get the data in a reliable way without being misled.

Secured Internet Access



* Source: Global IP Proxy Networks Market Report, Frost & Sullivan, July 2019

Market & Competitors

Solution Comparison Map

\$200M RECENT ACQUISITION IN THE FIELD

EMK acquires Luminati – the world's largest IP proxy network, which brings transparency to the internet

EMK Capital
Enterprise Management Knowledge



NetNut Global Proxy Network Main Advantages



Security

All traffic is routed exclusively through the NetNut network; no third-party computers are utilized



Quality

Guarantees the quality of its service, by controlling all their servers located on major internet routes or at ISPs around the world



Speed

Provides unique architecture of residential IP's

Capitalization Table (as of October 21, 2019)

	<u># of Shares</u>	<u>WAEP</u>	<u>\$ Value</u>	<u>% of Fully Diluted</u>
Ordinary Shares Outstanding - DiviNetworks*	2,342,673			14.38%
Ordinary Shares Outstanding - Baroma AG*	680,508			4.18%
Ordinary Shares Outstanding - Directors & Officers	391,251			2.40%
Ordinary Shares Outstanding - Public	9,404,830			57.75%
Warrants - Public	1,834,016	\$ 8.15	\$ 14,947,406	11.26%
Stock Options	1,633,877	\$ 0.98	\$ 1,606,396	10.03%
Fully Diluted Shares Outstanding**	16,287,155			100.00%

* Does not include additional potential equity as earnout fee

** Does not include potential dilution resulting from conversion of debentures and exercise of warrants underlying the debentures

Growth Strategy- Short-term

Leveraging the fast growth IP proxy market by adding hundreds of customers



Sales & Marketing

- Expanding existing marketing channels :
SDRs, Affiliation, SEO, SEM, Social media, content creation, etc
- Partnerships with small competitors (less than 1M\$ annually)
- Increase brand awareness



Research & Development

- Enhancing networking capabilities
- Adding features: City selection, carrier-based selection, Dynamic IPs etc.



China

- Penetrating the Chinese market
- Building Chinese website
- Establish local partners, local affiliates
- Setting a dedicated sales team
- Patent infringement

Growth Strategy - Long-term

Leveraging SDP potential



Sales & Marketing

- Enhance Leads Generation (USA focus): events, SDRs cold calls & email campaigns, digital & social, evangelism by our Advisory Board executives
- Partnerships – leverage our success story with K2 & SecureAuth to additional OEMs, expand our distribution network
- Increase brand awareness



Research & Development

- Moving to the cloud (SAAS revenues)
- Leverage customers slow adoption by disruptive approach “SDPing the VPN”
- Winning features & hybrid approach



Patents and IP

- Expansion of patents portfolio
- Research of patent infringement

Setting the Course for a Rapid Growth

During the past 12 months, Safe-T® has made impressive progress by adopting a new business strategy

- Acquired NetNut, a fast-growing cash flow positive company with efficient operation
- Reduced variable overhead costs dramatically
- Focused on growing our innovative SDP product line, rather than legacy SDE products
- Adopted focused revenue growth strategy, with short-term growth mainly stemming from IP Proxy activities and long-term growth (2020 and on) stemming from the SDP product line along with IP Proxy activities

Already bearing fruits from the new strategy

- Q3 2019 expected revenues are 5.5 times higher than Q3 2018
- Currently exploring noteworthy business opportunities in the fast-growing SDP market
- Examining alleged patent infringements of Safe-T's patents by market leaders

Thank you!

