

Allot MobileTrends Report Reveals Mobile Business Users Incur Highest Malware Risk

Allot and Kaspersky Lab analyze use of mobile apps and URLs, highlight behavioral profiles potentially at risk, and show how CSPs can provide effective Security-as-a-Service

Feb. 3, 2016 – Hod Hasharon, Israel – [Allot Communications Ltd.](#) (NASDAQ, TASE: ALLT), a leading global provider of security and monetization solutions that enable service providers to protect and personalize the digital experience, together with Kaspersky Lab announced today the release of [Allot MobileTrends Report H1 2016, Mobile Users at Risk](#). Using a range of behavioral profiles, the report analyzes the correlation between mobile apps and URLs usage and user potential for malware risk. Findings show that individual behavior is a significant and even decisive indicator of malware risk. The report goes on to suggest that communication service providers (CSPs) are uniquely positioned to safeguard mobile users at risk with targeted Security-as-a-Service delivered from their network or cloud.

Key Findings:

- Potential Malware risk is affected both by the online behavior of the user and by the app or URL itself. In other words, it's not just the app; it's how you use it;
- Business users display the riskiest online behavior. 79% of businessmen and 67% of businesswomen use potentially risky apps every day;
- Youth and Millennials are also at high risk, with 65% of them using potentially risky apps every day
- While mobile app downloads are often protected, their ongoing use is not protected, making users vulnerable to malware threats.

"Our MobileTrends findings clearly show that safeguarding users at the network level would be the most effective method for protecting against multiple types of mobile threats, as the security measures can provide a protective umbrella for all online activity," said Yaniv Sulkes, AVP Marketing at Allot Communications. "Moreover, mobile operators are perfectly positioned to provide protection to consumers and businesses. We see a golden opportunity for mobile operators to identify and reach out to customers at risk, targeting them with personalized Security-as-a-Service from their network or cloud," continued Mr. Sulkes.

"We partnered with Allot Communications over a year ago to ensure the cybersecurity of the mobile sector. The partnership started when we provided Allot with Kaspersky Anti-Virus SDK to filter and protect mobile traffic from malware and other cyber threats. We are now pleased to widen our partnership and highlight to companies in the sector the potential mobile users' risky behaviors –



especially as mobile devices are the main Internet access points for many users, while only about half of users use security solutions on their mobile devices”, commented Alexander Karpitsky, Head of Technology Licensing, Kaspersky Lab.

The research analyzed mobile data records from a random sample of 500,000 mobile users during a 7-day period, and included Android, iOS and Windows Phone operating systems. The malware experts at Kaspersky Lab assigned categories to the top 500 URLs, while Allot categorized the top 500 apps in the sample and also classified each app and URL sample as “safe” or “risky.” To determine the potential for malware risk, we correlated the online behavioral profiles that we identified in our previous Allot [MobileTrends Report \(5+1 Touch-Point Triggers for Smart Customer Engagement\)](#) with the apps and URLs that they use on a daily basis.

About Allot Communications

Allot Communications (NASDAQ, TASE: ALLT) is a leading provider of security and monetization solutions that enable service providers to protect and personalize the digital experience. Allot’s flexible and highly scalable service delivery framework leverages the intelligence in data networks, enabling service providers to get closer to their customers, safeguard network assets and users, and accelerate time-to-revenue for value-added services. For more information, please visit www.allot.com.

About Kaspersky Lab

Kaspersky Lab is a global cyber security company founded in 1997. Kaspersky Lab’s deep threat intelligence and security expertise is constantly transforming into security solutions and services to protect businesses, critical infrastructure, governments and consumers around the globe. The company’s comprehensive security portfolio includes leading endpoint protection and a number of specialized security solutions and services to fight sophisticated and evolving digital threats. Over 400 million users are protected by Kaspersky Lab technologies and we help 270,000 corporate clients protect what matters most to them. Learn more at www.kaspersky.com.

Forward Looking Statement

This release may contain forward-looking statements, which express the current beliefs and expectations of Company management. Such statements involve a number of known and unknown risks and uncertainties that could cause our future results, performance or achievements to differ significantly from the results, performance or achievements expressed or implied by such forward-looking statements. Important factors that could cause or contribute to such differences include risks relating to: our ability to compete successfully with other companies offering competing technologies; the loss of one or more significant customers; consolidation of, and strategic alliances by, our competitors, government regulation; lower demand for key value-added services; our ability to keep pace with advances in technology and to add new features and value-added services; managing lengthy sales cycles; operational risks associated with large projects; our dependence on third party channel partners for a material portion of our revenues; and other factors discussed under the heading "Risk Factors" in the Company's annual report on Form 20-F filed with the Securities and Exchange Commission. Forward-looking statements in this release are made pursuant to the safe harbor provisions contained in the Private Securities Litigation Reform Act of 1995. These forward-looking statements are made only as of the date hereof, and the company undertakes no

obligation to update or revise the forward-looking statements, whether as a result of new information, future events or otherwise.

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