

Allot MobileTrends Report Finds Fans Risk for Cyber Threats Doubles during UEFA Euro 2016

Allot and Kaspersky Lab highlight the behavioral profiles most at risk of online threats during sports events, and how CSPs can deliver network-based services to protect their experience

July 7, 2016 – Hod Hasharon, Israel – [Allot Communications Ltd.](#) (NASDAQ, TASE: ALLT), a leading provider of security and monetization solutions that enable service providers to protect and personalize the digital experience, today released [Allot MobileTrends Report UEFA Euro 2016: How Sports Events Put Mobile Users at Risk](#), in collaboration with Kaspersky Lab, a global cyber security company. The report reveals that the risks for digitally active sports fans more than doubled during the 2016 UEFA European Championship. The report also provides insights into how major events impact online behaviors and increase the potential for mobile internet users to fall victim to cyber threats such as malware infection, phishing and ransomware.

Key Findings:

- **17%** of mobile users who exhibited little or no use of sports apps or websites before the games, became active sports fans during the games. **Nearly 50%** of these “casual fans” transitioned into sports fans’ behavior profiles with **high potential risk for malware**.
- The total number of mobile sports fans at high risk for cyber threats **more than doubled** during the games.
- Increases in **online sports betting** and **social networking** are major contributors to increased cyber security risk.
- The number of mobile sports fans accessing betting sites **more than doubled** during the tournament’s matches. Before the matches, 1 in 9 users visited sports betting sites. During the matches, **1 in 4** visited sports betting sites.
- During matches, the average time users spent on social media apps or sites **tripled** over their pre-tournament activity.

"Cyber-criminals often use big events to lure users with phishing emails and fake websites, exposing fans to intensified and new potential cyber risks. Users should be aware of potential threats and lookout when clicking on links, entering their credentials on websites or making financial transactions." noted Alexander Karpitsky, Head of Technology Licensing, Kaspersky Lab. "We at Kaspersky Lab recommend sports fans take a proactive approach to their online security, especially when mobile, safeguarding their devices with IT security solutions at all times."



“As sports fans are going mobile and devices are used widely for watching, recording, and sharing experiences, users must protect themselves online, and CSPs are in the best position to deliver these value added services to subscribers,” said Yaniv Sulkes, AVP Marketing at Allot Communications. “Since major sports events are shown to be times of high risk for mobile users, it’s also when mobile service providers have an opportunity to educate customers regarding malware risks and to offer network-based security services to protect mobile devices. With Rio 2016 Summer Olympics on the horizon, mobile operators who adopt a proactive cyber protection strategy for their customers will be able to leverage monetization opportunities.”

Methodology

The Allot research team analyzed the mobile app and website usage of one million randomly selected mobile subscribers from countries participating in UEFA Euro 2016, before and during the matches. Based on data from Kaspersky Lab, Allot’s data science experts segmented the digitally active sports fans according to their online behavior and correlated them with their potential risk according to specific online use categories with a high potential risk. Full details can be found in the [report](#).

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About Allot Communications

Allot Communications Ltd. (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; to safeguard network assets and users; and to accelerate time-to-revenue for value-added services. We employ innovative technology, proven know-how and a collaborative approach to provide the right solution for every network environment. Allot solutions are currently deployed at 5 of the top 10 global mobile operators and in thousands of CSP and enterprise networks worldwide. 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.

Safe Harbor Statement

This release contains 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 set forth in 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; the timing of completion of key project milestones which impact the timing of our revenue recognition; 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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