

## Allot MobileTrends Survey Reveals 61% of consumers are likely to purchase mobile security from their service provider

*89% of Consumers Do Not Pay for Any Protection against Mobile Malware currently*

**HOD HASHARON, Israel, February 15, 2017** [Allot Communications Ltd.](#) (NASDAQ, TASE: ALLT), a leading provider of security and monetization solutions that enable service providers and enterprises to protect and personalize the digital experience, today released [Allot MobileTrends H1/2017 Report: Consumer View on Mobile Security](#).

The survey asked consumers what they know about online threats; their readiness to adopt mobile security services; and their perception of the service provider's role in protecting them online. Results showed that 89% of consumers currently do not pay for mobile security services. The survey also reveals that mobile consumers in every region, representing 61% overall, want and are willing to pay for protection services from their service provider.

Rather than independently seek out, evaluate and download security apps for each of their mobile devices, consumers would like a one-stop-shop for online protection for themselves and their families. This presents Communication Service Providers (CSPs) with a huge opportunity to be the provider of personal mobile security services from their network.

### **Key Findings:**

- 68% of mobile Internet consumers say they are aware of malware. Of these, 1 in 7 consumers have experienced a malware attack in the past 12 months.
- 26% of consumers contact the CSP when facing a malware incident. The same percentage of consumers contact the app developer and most consumers (35%) contact no one.
- 89% of consumers do not pay to protect their mobile device(s) against online threats.
- 61% of global respondents said they would like to buy a security service from their CSP for their connected devices.

“CSPs have a huge opportunity to be proactive and deliver relevant protection,” said Yaniv Sulkes, AVP Marketing at Allot Communications. “Our survey has revealed consumers are demanding simplified protection for their various connected devices and are willing to pay for it. CSPs are best placed to address this industry-wide issue and improve the customer experience.”

Allot will be showcasing a live demonstration of a network-based security service at **Mobile World Congress 2017**, taking place in Barcelona from February 27 through March 2, at its booth **in Hall 5 Stand 5G41**.

# Consumer View on Mobile Security

Allot MobileTrends H1/2017

## Awareness

**68%**  
of mobile users **know**  
about malware and  
**1 in 7** fell **victim** in  
the past 12 months...



## Protection

**89%**  
...but **not** purchased protection  
for their mobile devices



## Opportunity

**61%**  
would like to **buy** mobile  
security services from  
their service provider



**Grab the opportunity** to provide  
network-level mobile security to your customers

Allot security services already protect 15 million  
mobile CSP customers worldwide, because they are  
**Safe, Simple, Accessible**

PN D26504 Rev.1

Contact [sales@allot.com](mailto:sales@allot.com)  
and learn more at [www.allot.com](http://www.allot.com)



## Methodology

The Allot research team conducted a survey questionnaire with a self-selected sample of 2,150 mobile end-users around the world. They then conducted an analysis to detect the similarities and differences between socio-demographic factors: Regional Background: Africa, America, Asia, Australia & Europe. Age Groups: Up to 14, 15-24, 25-60 and 60+. Gender: Male / Female. Number of mobile devices: 1-2 handsets, 3-4 handsets 5+ handsets. 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 and enterprises 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](http://www.allot.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.

## Contacts

### Allot Communications

**Sigalit Orr** | Director of Marketing Communications and Analyst Relations  
+972.9.761.9171 | [sorr@allot.com](mailto:sorr@allot.com)

### Red Lorry Yellow Lorry for Allot Communications

US – Justin Ordman  
+1 617 237 0922  
UK – Emma Davies  
+44 (0)20 7403 8878  
[allot@rlyl.com](mailto:allot@rlyl.com)