



## Allot launches a Mobile Virtual Conference for Communication Providers to Replace Cancelled Mobile World Congress

*1<sup>st</sup> Ever Allot Mobile Virtual Conference Launching on Tuesday February 25<sup>th</sup> in response to Coronavirus-related cancellation of MWC*

**HOD HASHARON, Israel, February 25, 2020** -- [Allot Ltd.](#) (NASDAQ: ALLT) (TASE: ALLT), today announced the launch of their [Allot Mobile Virtual Conference](#) (MVC), scheduled to be live on February 25, 26 and 27. The Allot MVC is an interactive 3D environment that showcases Allot solutions for mobile operators as a replacement to close the gap left by the [cancelled Mobile World Congress](#).

The MVC is a multimodal experience presenting Allot products and solutions, executive sessions, product demonstrations showcased a demo tour, analyst and customer sessions, one-on-on meetings, and more all in an interactive 360° walkthrough experience.

Hundreds of participants from communication service providers (CSPs) have registered for the MVC so far. The event platform is also integrated with Marketo and Salesforce.com to form a comprehensive sales and marketing automation environment.

Among the many sessions and recorded videos available at the Allot Mobile Virtual Conference, we will share:

- How to increase ARPU and NPS with a mass market network-based cybersecurity solution
- Assuring optimal network performance and utilization through granular analytics and traffic control

“When MWC 2020 was canceled we decided to launch Allot MVC so that our customers and partners would not miss out on the opportunity to see the value we can bring them,” said Vered Zur, Vice President of Marketing at Allot.

Allot is a leading global provider of innovative network intelligence and security-as-a-service (SECaaS) solutions for communication service providers and enterprises. Their cybersecurity solutions are already used by 23 million subscribers worldwide, boasting up to 50% adoption rates among some of the company’s largest CSP customers. In addition to offering subscribers protection from cyberattacks, the Allot NetworkSecure solution also gives parents peace of mind with parental controls that offer configurable protection for their children when they use their devices.

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### Additional Resources:

[Allot Mobile Virtual Conference Registration](#)

Allot Blog: <https://www.allot.com/blog/mobile-world-congress-mwc-2020-canceled>

Follow us on Twitter: [@allot\\_ltd](https://twitter.com/allot_ltd)

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### About Allot

Allot Ltd. (NASDAQ: ALLT, TASE: ALLT) is a provider of leading innovative network intelligence and security-as-a-service solutions for service providers and enterprises worldwide, enhancing



value to their customers. Our solutions are deployed globally for network and application analytics, traffic control and shaping, network-based security services, and more. Allot's multi-service platforms are deployed by over 500 mobile, fixed and cloud service providers and over 1000 enterprises. Our industry-leading network-based security as a service solution has achieved over 50% penetration with some service providers and is already used by over 23 million subscribers in Europe.

Allot. See. Control. Secure.

### **Forward-Looking 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 expressed or implied by such forward-looking statements. Important factors that could cause or contribute to such differences include risks relating to: acceptance of our products by our reseller and customer in EMEA, 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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