

Play Selects Allot DNS Secure to Offer Cyber Protection to Its Broadband Customers

Latest agreement expands existing Allot cybersecurity partnership with Play.

Hod Hasharon, Israel, July, 16, 2025 -- [Allot Ltd.](#) (NASDAQ: ALLT) (TASE: ALLT), a leading global provider of innovative security-as-a-service (SECaaS) and network intelligence solutions for communication service providers and enterprises, today announced that Play, a leading convergent operator in Poland, has selected DNS Secure from Allot to offer its fixed broadband customers cybersecurity protection services. This agreement, signed in April 2025, and the subsequent deployment will add services to the existing network-based Allot cybersecurity services that Play deployed back in 2021 for their mobile customers.

DNS Secure is suited for CSPs who want to deploy a security solution for fixed broadband subscribers. The solution provides protection against a broad range of cyber threats including malware and phishing and offers content filtering. It is deployed with a “light touch” on the network either as a standalone solution or together with other solutions in the unified Allot Secure family, such as NetworkSecure in the case of Play.

“The Play team is very satisfied with Allot's NetworkSecure solution for mobile customers, which is why we decided to expand and make Allot services available to our fixed broadband customers as well,” said Artur Dominiak, Director Home Services at Play. “For the last several years, our mobile customers have enjoyed the peace of mind that network-based cybersecurity protection gives them. We are confident that the same peace of mind will extend to our fixed broadband customers with the implementation of Allot DNS Secure.”

“Allot's partnership with Play goes beyond products and services. We are invested in their success and in the satisfaction of their customers,” said Amir Oren, VP Sales for EMEA at Allot. “Now, Play's fixed broadband customers, with Allot DNS Secure, and their mobile customers, with the existing NetworkSecure deployment, can have a unified, converged user experience using Allot Security Management.”

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Additional Resources:

Allot Blog: <https://www.allot.com/blog>

Telco CyberTalk Podcast: <https://www.allot.com/resources/podcasts>

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About Allot

Allot Ltd. (NASDAQ: ALLT, TASE: ALLT) is a provider of leading innovative converged cybersecurity solutions and network intelligence for service providers and enterprises worldwide, enhancing value to their customers. Our solutions are deployed globally for



network-native cybersecurity services, network and application analytics, traffic control and shaping, 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-native security-as-a-service solution is already used by many millions of subscribers globally.

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 in such forward-looking statements. Important factors that could cause or contribute to such differences include risks relating to: our accounts receivables, including our ability to collect outstanding accounts and assess their collectability on a quarterly basis; our ability to meet expectations with respect to our financial guidance and outlook; 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 fourth 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

Seth Greenberg
sgreenberg@allot.com
+972 54 9222294

Allot Investor Relations
Ehud Helft / Kenny Green
Allot@ekgir.com
+1-212-378-8040