

Thales: The nucleus of your cybersecurity framework

FLORIAN MALECKI
VP, Channel Sales EMEA

www.thalesgroup.com



Florian Malecki

VP Channel Sales
EMEA

83,000



83,000

EMPLOYEES

€20.6 BN



€20.6 BN

REVENUES

Over €4 BN



Over €4 BN

INCLUDING €1,1 BN IN SELF-FUNDED R&D

68



68 Countries

A GLOBAL FOOTPRINT

Thales in numbers



83,000

EMPLOYEES



€20.6 BN

REVENUES



Over €4 BN

INCLUDING €1,1 BN
IN SELF-FUNDED R&D



68 Countries

A GLOBAL
FOOTPRINT

Cyber Security & digital



\$5 trillion

interbank fund transfers
secured every day



30,000+

companies use our
technologies to manage
identities and secure data



300+

government programmes
for official identity, biometrics
and law enforcement

The Imperva
acquisition makes
Thales one of the
**world's top five
cybersecurity vendor
and demonstrates**
the Group's
leadership ambitions
in this market

Rapidly built a GLOBAL Top5 cybersecurity vendor...



...to provide a broad range of premium cybersecurity capabilities...



Applications

imperva



JSNAR
simplifying security



Data

THALES

imperva

Vormetric
Data Security™



gemalto
security to be free



Identities

THALES



gemalto
security to be free

onewelcome

**ONE VENDOR TO SECURE YOUR CLIENTS'
SENSITIVE DATA & ALL PATHS TO IT**

Thales cyber security products – strategic priority for all of us in the room!

**4x growth in
less than 10 years –**

Combining organic and
non-organic expansion



**€2 BN+
in revenues**



**A team
5,800 strong**



**Market
leading solutions**

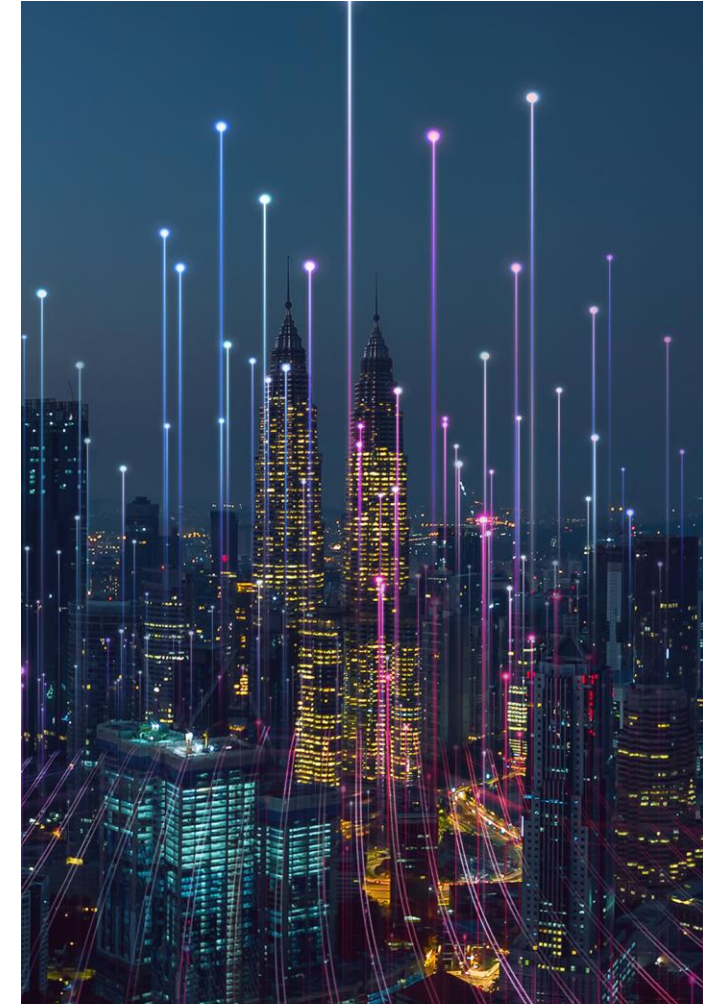
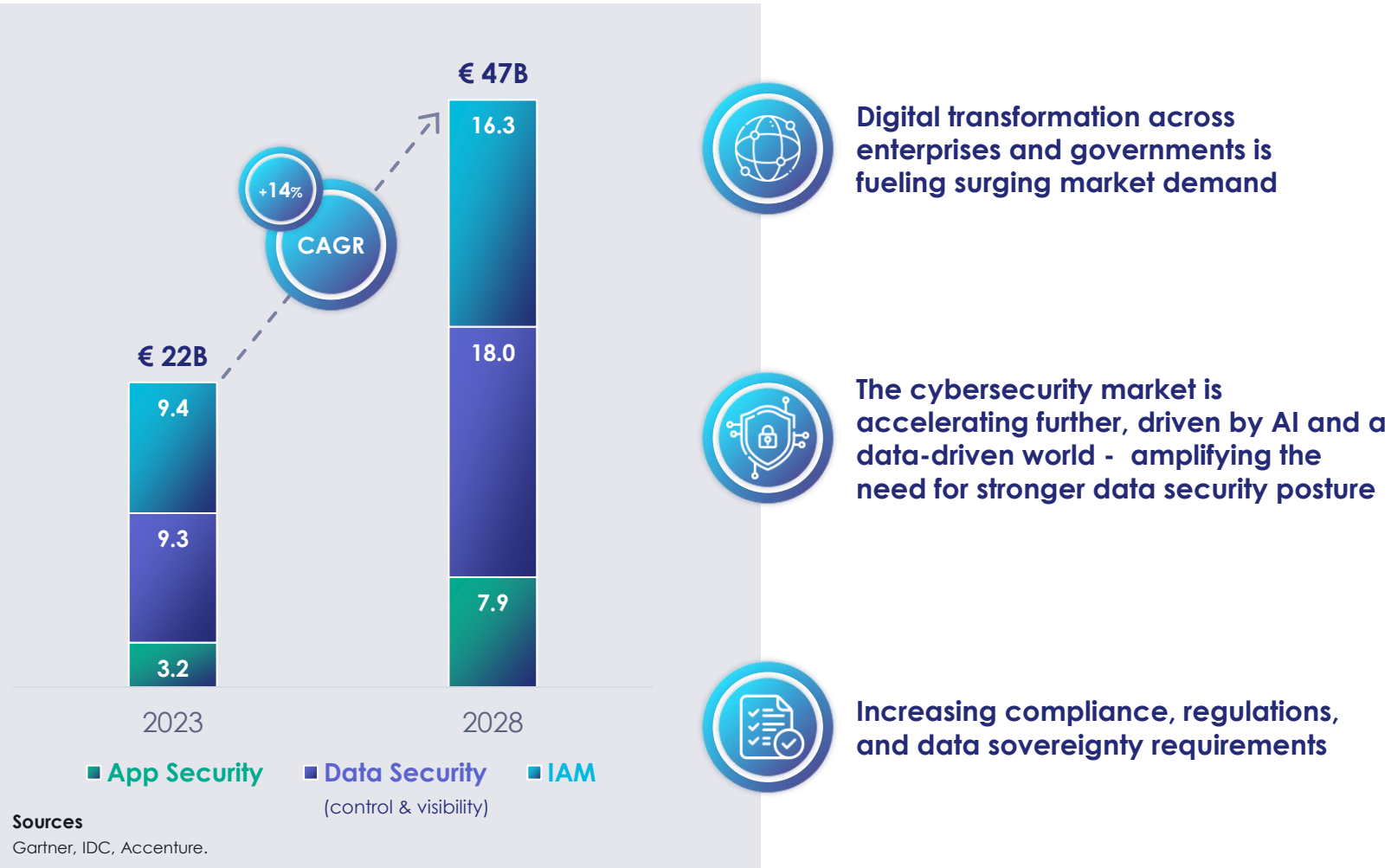


**€ BNs
invested in R&D**



**Strong partner and
technology alliance eco-
system, and strengthening**

We jointly address a dynamic & rapidly evolving market space



The expanding set of challenges your clients are facing



Partners...

YOU

bring **solutions** to your
customers'
ever-growing,
complex
cybersecurity
challenges!



Our commitments to you



**Reduce vendor
complexity**



**Accelerate innovation
in products, “everything”
partner and vendors alliances**



**Fuel your
business growth**

2025 Channel priorities

Create demand

Cross sell | cross
sell | cross sell

Partner created
opportunities
+ new customer
logos
(Deal Registrations)



Self sufficient
ecosystem
that provides sales
and services
scale and offload

Drive sales
& deliver services

6 key pillars that drive channel growth



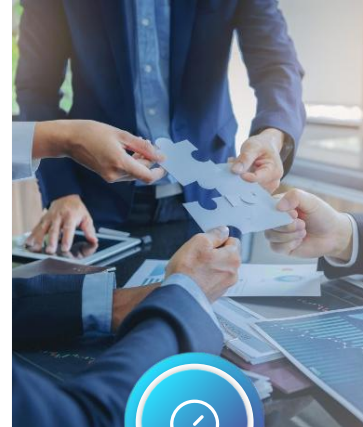
People



Partner ecosystem



Partner program



Partner enablement



Partner marketing



Strategic alliances

**SYSTEMS, TOOLS, GOVERNANCE &
MEASURING CHANNEL PERFORMANCE**



Key benefits for our partners



Deal Registration Discounts



Drive Sales Discount



New Logo Rebate



Free Sales & Pre-Sales Training Cross Sell Partner Uplevel Promotion



Distributor Co-Op program



Points Reward Programs



What's next



Evolving the two programs into one program in 2026



Trainings available in local languages



More "ready to execute" marketing and sales materials to create pipeline

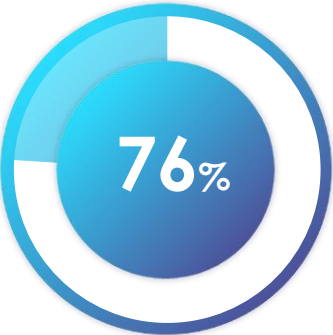


Performance dashboards back on Partner Portal

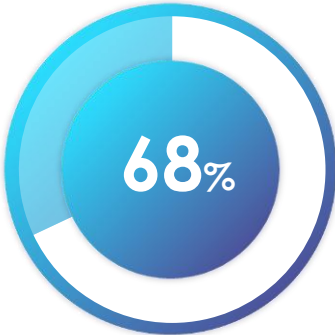


CEE/CIS Q1-Q3 channel performance – channel mix

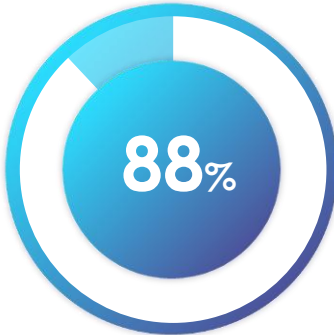
Bookings



New Logos



Pipeline Creation



New Logo Pipeline





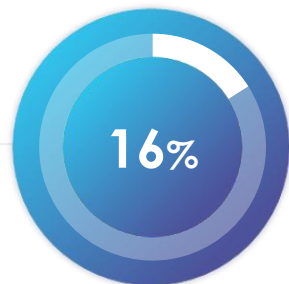
ACCELERATING the EMEA AppSEC CHANNEL BUSINESS

State of application security market in EMEA

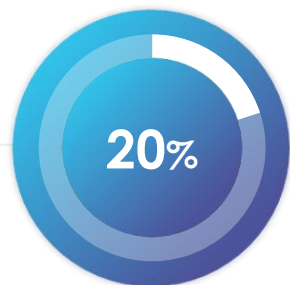
Our chance to catch the wave



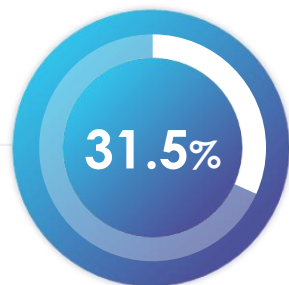
**DDoS market
growth**



**WAF market
growth**



**Bot protection
market growth**

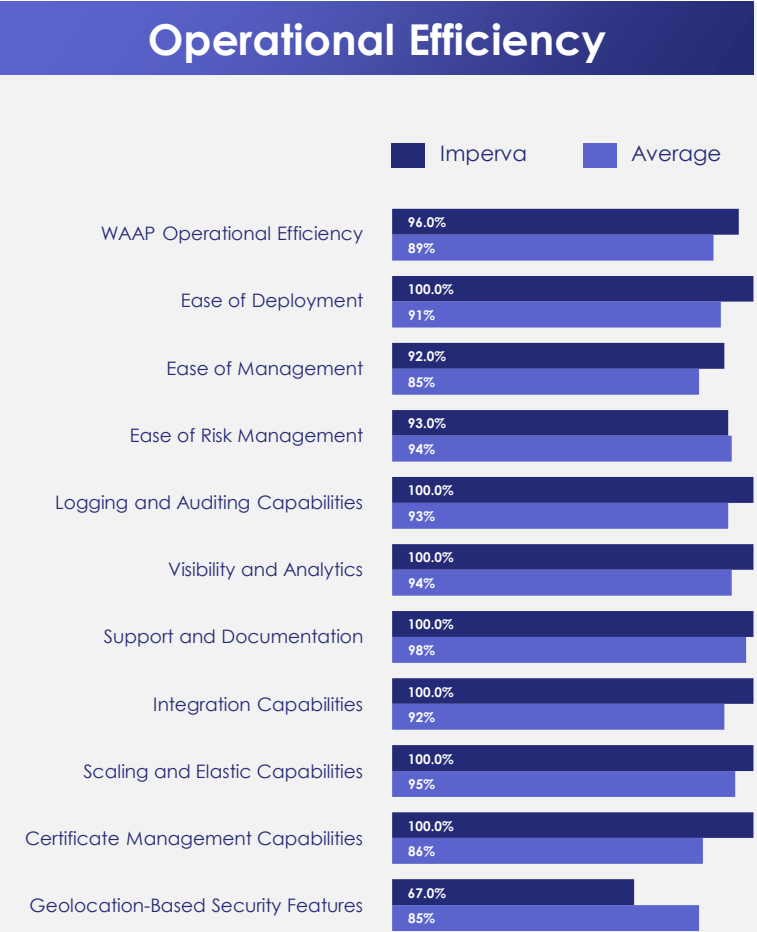
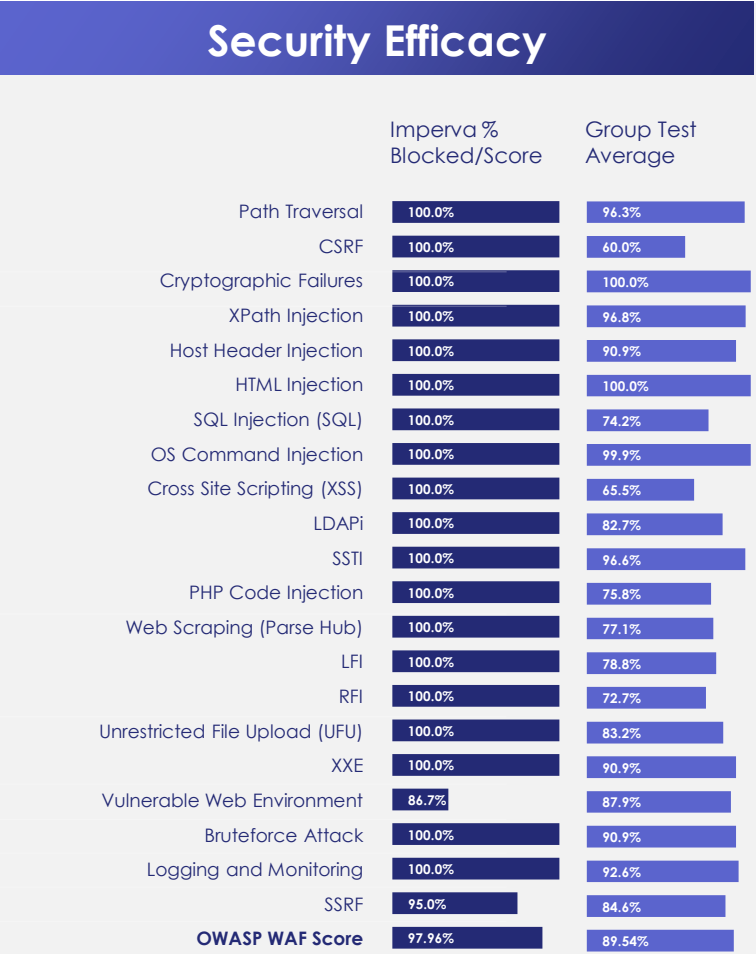
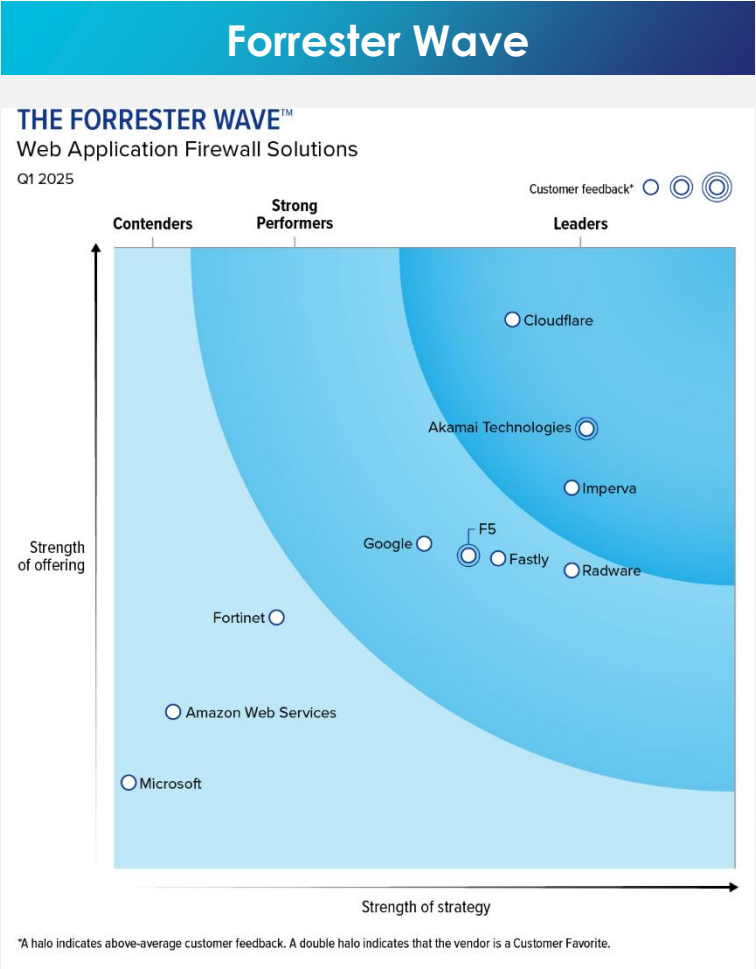


**API security
growth**





Thales Imperva Application Security – top notch solution!



New Thales Imperva Application Security NFRs

From

NFR SKU	SKU Description	2025 Partner Buy Price (after 85% discount)	Notes
PTR-NFR-WAAP-V1-SRV1	WAAP Foundation - Partner Use Only, Not for resale, Annual Subscription	\$12,750.00	Saas
PTR-NFR-WAF-MX-VMS-SRV1	WAF - On Prem MX - Partner Use Only, Not for resale, Annual Subscription	\$ 7,875.00	MX + Gateways
PTR-NFR-WAF-MX-GCP-SRV1	WAF - On Prem MX for CGP - Partner Use Only, Not for resale, Annual Subscription	\$ 7,875.00	MX + Gateways
PTR-NFR-WAF-MX-AWS-SRV1	WAF - On Prem MX for AWS - Partner Use Only, Not for resale, Annual Subscription	\$ 7,875.00	MX + Gateways
PTR-NFR-WAF-MX-AZURE-SRV1	WAF - On Prem MX for Azure - Partner Use Only, Not for resale, Annual Subscription	\$ 7,875.00	MX + Gateways

New Thales Imperva Application Security NFRs

To

Product Code	Application Security Product Name	August 1, 2025 Partner Buy Price	Description
PTR-NFR-WAAP-V1-SRV1	WAAP Foundation - Partner Use Only, Not for resale, Annual Subscription	\$ 0.00	SaaS
PTR-NFR-WAF-MX-VMS-SRV1	WAF - On Prem MX - Partner Use Only, Not for resale, Annual Subscription	\$ 2,310.00	MX + Gateways
PTR-NFR-WAF-MX-GCP-SRV1	WAF - On Prem MX for CGP - Partner Use Only, Not for resale, Annual Subscription	\$ 2,310.00	MX + Gateways
PTR-NFR-WAF-MX-AWS-SRV1	WAF - On Prem MX for AWS - Partner Use Only, Not for resale, Annual Subscription	\$ 2,310.00	MX + Gateways
PTR-NFR-WAF-MX-AZURE-SRV1	WAF - On Prem MX for Azure - Partner Use Only, Not for resale, Annual Subscription	\$ 2,310.00	MX + Gateways

New Thales Imperva Application Security Partner Promo!

Boost Your Margins — Up to 25% Extra Discount on Deal Registrations!



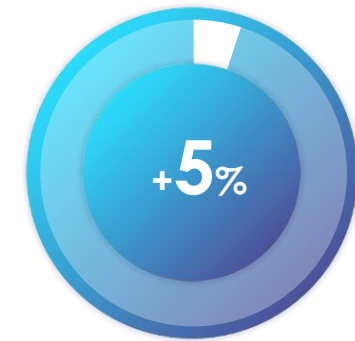
EXTRA DISCOUNT

For all approved net new Imperva Application Security Deal Registrations (DRs)



EXTRA DISCOUNT

If the DR replaces a competitive solution



EXTRA DISCOUNT

If the DR is accepted and closed in the same quarter

This Promotion shall only apply to **Net New Imperva Application Security Deal** Registered opportunities submitted and accepted between the 1st July 2025 and 31st March 2026.

Recent Thales Imperva AppSec Partner wins



MEDIA INDUSTRY UK

€68k TCV (1 year)



Imperva won vs Akamai



Managed Service



1-year deal



5 weeks sales cycle



Imperva Cloud WAF is an **essential tool** in today's data-driven world. With our Imperva partnership, we're able to provide **stronger security services** for our existing clients, and have conversations with new clients about what we can offer them to **boost sales and enhance our competitive advantage**.

ROB NORMAN

Founder and CEO, **Vnetrix**

Recent Thales Imperva AppSec Partner wins



SDIS 62 (BLUE LIGHT SERVICES) FRANCE

€38k TCV



Replacing Kemp WAF



3-year deal



month sales cycle



Saying today that you've **reduced**, or even **eliminated**, your **external attack surface is no luxury**. All the **external attacks** that are **blocked by Thales Imperva Cloud WAF** and no longer knocking on every door of the organization, **that's very reassuring**. Given the **improvement in security and peace of mind**, I **encourage investment** in Thales Imperva Cloud WAF, because it is **absolutely worth it**. The **return on investment** will be **significant**.

ROMUALD DELATTRE

Head of Information Systems, SDIS 62



Coming together is a beginning.
Keeping together is progress.
Working together is success.

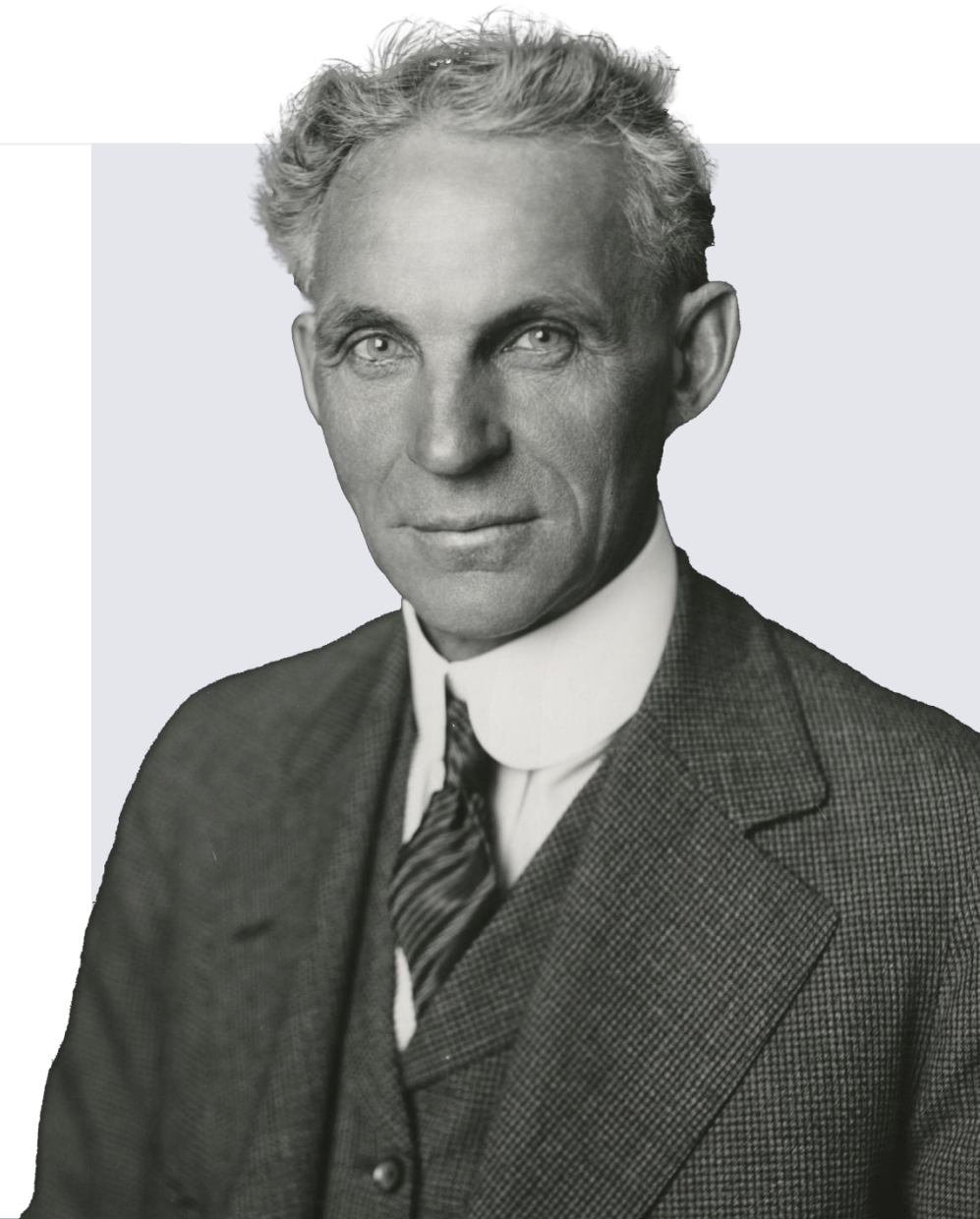




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HENRY FORD





Thank you

www.thalesgroup.com