

WRAESTECH

FROM BITS TO BYTES
ASEAN'S NETWORK SECURITY STARTUP

Deep  Sight  TUTELLA

 SPECTRUM

ABOUT US

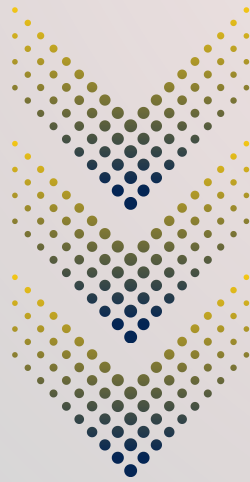
WRESTECH aims to become the leading tech startup in the ASEAN region by delivering comprehensive network visibility solutions to enterprises and governments. We believe that effective oversight enhances service quality, drives greater value, and unlocks new revenue opportunities for our customers over the long term.

Our focus centers on three key objectives: optimizing network performance, safeguarding against security threats, and ensuring complete transparency for our partners.

The Management Team



OUR HISTORY



WRESTECH

WRESTECH started life as WAY Research & Technology. Our startup formed during the start of the COVID pandemic.

We started out looking for a cost-effective solution for our own needs that was scalable, feature rich but didn't break the bank. Through trial and error we finally refined our services and products. Concentrating on two main areas: network monitoring (DPI) and secure network virtualization (NaaS)

Our name change and branding reflects our vision to provide simplified advanced next-gen solutions with no frills attached. We want to focus on delivering solutions that brings value and efficiency.

WHAT WE DO

WRESTECH is fully dedicated to establishing itself as the most responsive, adaptable, and secure network partner throughout the ASEAN region. Our mission focuses on enabling ASEAN to take control of its digital transformation and shape the development of its network infrastructure independently. We strongly believe that the region has the potential to lead the world in digital innovation, and the time to act is now. By 2030, we are confident that ASEAN's digital economy will outperform that of Europe and many other regions across the globe.

The opportunities in ASEAN are immense, and we see it as critical for the region to pursue its own path forward, embracing innovation and technology with clear purpose and direction. At WAY, we believe in putting control in your hands by tailoring networks to perfectly align with your organization's unique needs and aspirations. It's more than just providing a service—it's about designing and delivering networks YOUR WAY to meet the demands of a rapidly evolving digital world.

NaaS

SDS

SASE

Parental Control

Whitelisting

Private Networks

OUR PRODUCT OVERVIEW

CORE PRODUCT



DeepSight is our Next Generation DPI technology that provides organizations with real-time insight into their networks while unlocking new revenue opportunities for network operators.

SUPPORTING PRODUCTS



Tutella is our straightforward SD-WAN solution that works with any software and hardware, designed to give organizations a genuine private network without requiring additional network staff. It offers low capital and operational expenses while delivering a higher return on investment.

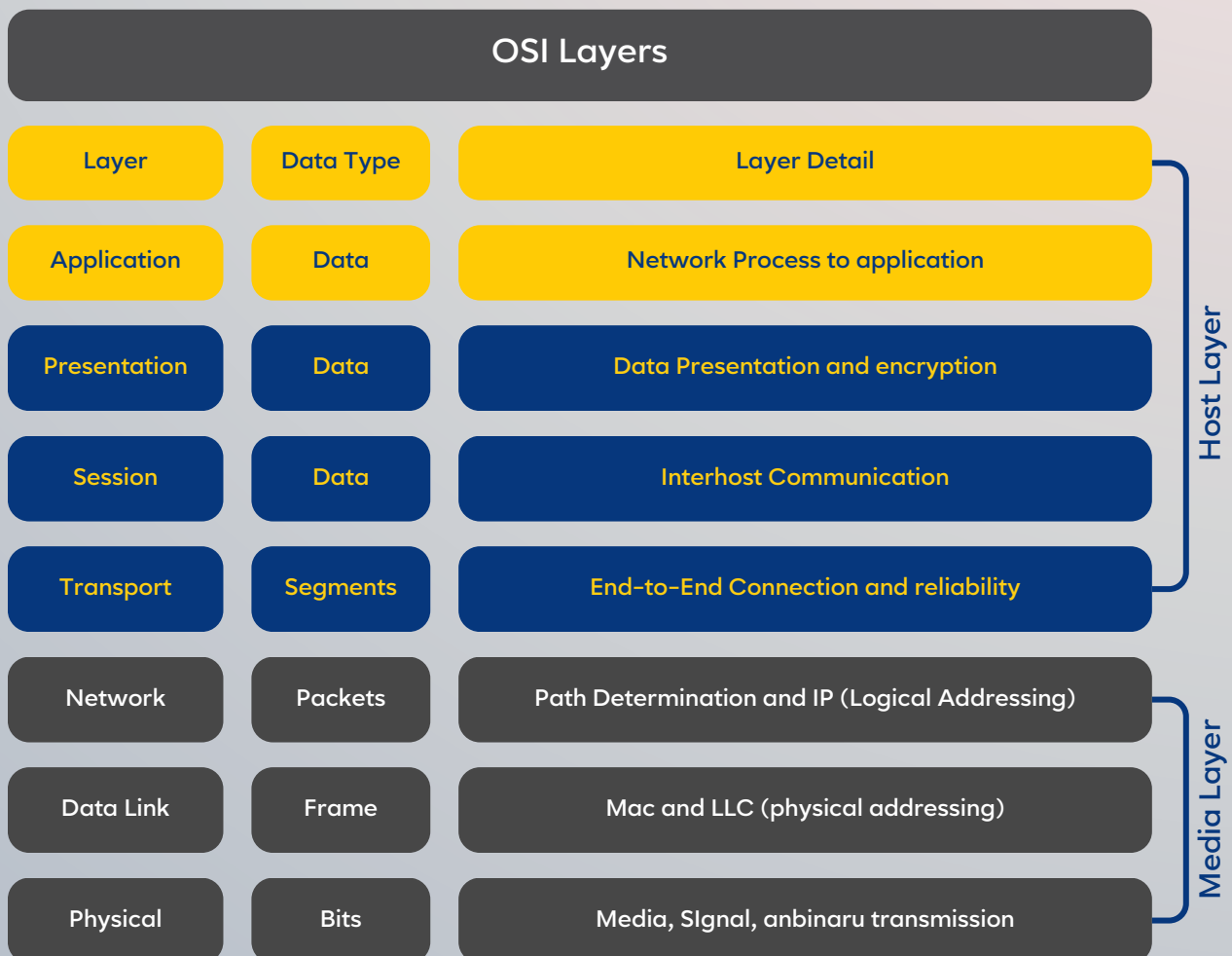


Spectrum is our next-generation Network as a Service (NaaS) offering that delivers comprehensive network management, spanning from devices to backhaul infrastructure and endpoint security.

WHAT IS DEEP-SIGHT

DeepSight (DS) is an advanced Deep Packet Inspection (DPI) platform that functions as a standalone Policy and Charging Enforcement Function (PCEF) fully compliant with 3GPP standards. It offers a comprehensive suite of traffic management tools, enabling operators to implement innovative solutions such as dynamic traffic charging and efficient bandwidth optimization.

Unlike traditional packet processing devices like BRAS and GGSN/PGW, which operate primarily at layers 3 and 4 of the OSI model, DS takes a more sophisticated approach. It analyzes packets based on specific protocols and applications, allowing for smarter and more accurate decision-making.



The platform identifies the applications behind data flows by leveraging a built-in signature database and a statistical analysis tool, which can map flows to applications even when an exact signature is unavailable. By providing insights across all layers of the OSI model, DS ensures comprehensive and precise traffic analysis.

KEY FEATURES

Whitelisting

Ad whitelisting is the practice of selectively allowing specific advertisements to bypass ad-blocking systems. When deployed with Deep Packet Inspection (DPI) technology at the network level, it offers unique monetization opportunities for:

- Mobile Network Operators (MNOs)
- Internet Service Providers (ISPs)
- Government telecommunications authorities

Several effective implementation models are available:

- Premium Advertiser Partnerships (Telco Verified ID): Advertisers pay for guaranteed ad delivery to a targeted audience.
- Revenue Sharing: Collaborating with ad networks to share revenue based on predefined agreements or performance KPI's.
- Tiered Consumer Options: Offering users the choice of non-intrusive or acceptable ads at lower cost than competitors, or completely ad-free experiences for a premium fee.

Normal

Whitelisting

Premium Whitelisting



KEY FEATURES

Smart Parental Control

Helps parents and businesses manage app and content access to improve productivity and protect children from harmful material. Using Deep Packet Inspection (DPI), it offers reliable solutions for:

- Mobile Network Operators (MNOs)
- Internet Service Providers (ISPs)

Implementation models:

Tiered Consumer Options: Parental control services tailored to user numbers.

Government Legislation: Australia was the first to ban social media for under-16s.

Key DPI features:

Pattern Recognition: Identifies and blocks harmful content.

Content Management: Filters search results to block inappropriate material.

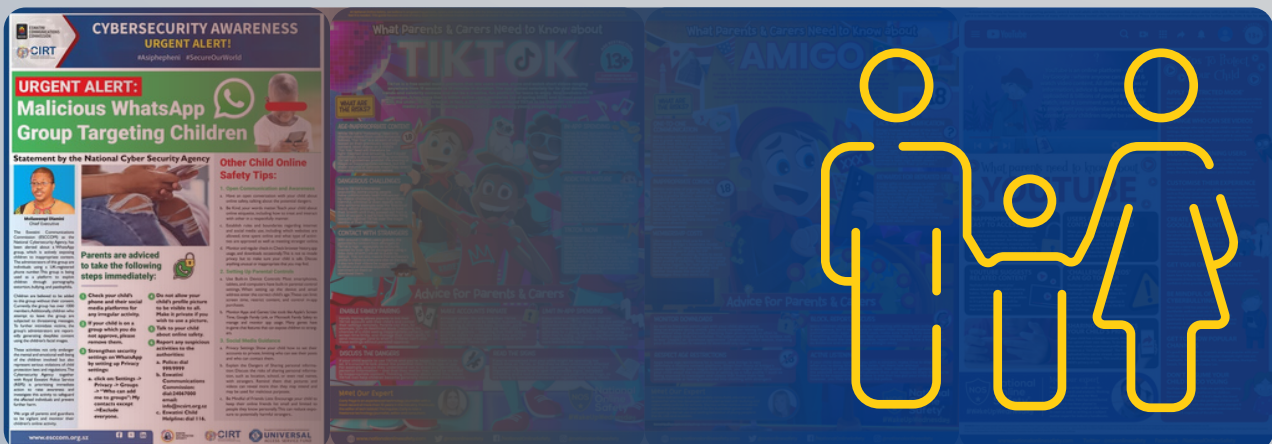
Policy Enforcement: DPI enforces parental rules via customizable policies, allowing parents to:

- Restrict API features on platforms.
- Set time limits for app or platform use.

Normal

Parental Control

Smart Parental Control



KEY INVESTOR MESSAGE

We've identified a significant gap in the ASEAN market for a comprehensive Deep Packet Inspection (DPI) solution. According to Markets and Markets, the global DPI market is projected to reach \$4.9 billion by 2026, with the Asia-Pacific region showing the highest growth rate at 14.2% CAGR. While established competitors like Sandvine and Allot Communications are investing tens of millions in development, we've achieved comparable results with only a fraction of their budgets. This efficiency mirrors DeepSeek's approach, the Chinese AI startup that raised \$300 million yet delivers models competing with those developed by companies with billion-dollar investments.

Investors in WAY gain access to cutting-edge tools for network monitoring and security in a region where, according to IDC, network security spending is expected to reach \$5.1 billion by 2025. Our platform stands out as the only DPI solution that seamlessly integrates secure private network setups and next-generation SD-WAN solutions—critical components as ASEAN's digital economy is projected to reach \$1 trillion by 2030 according to a recent Bain & Company report.

Some may view our approach as a modern-day David versus Goliath scenario, but ASEAN's business landscape has repeatedly proven that agile local players can outmaneuver global giants. Grab's acquisition of Uber's Southeast Asian operations in 2018 represented a \$1.6 billion victory for local market understanding. Similarly, Tokopedia secured a \$7 billion valuation before merging with Gojek, despite eBay's attempted regional expansion, while Traveloka achieved unicorn status competing against established platforms like Expedia.

These examples highlight how large corporations, despite their resources, often struggle to adapt to Southeast Asia's unique market dynamics. With telecom analytics firm Analysys Mason reporting that MNOs worldwide face ARPU declines of 2–3% annually since 2018, our solution addresses this critical challenge. By implementing our technology, operators can increase revenue by 15–20% through targeted service offerings while reducing operational costs by up to 30% through our AI-driven network optimization—delivering both new revenue streams and streamlined network management in a region where digital transformation spending is expected to reach \$375 billion by 2025.

COMPETITIVE ANALYSIS

Sandvine in the ASEAN Market

Sandvine

Strengths:

- Strong global presence with established reputation in network intelligence solutions
- Comprehensive product portfolio covering network optimization, security, and analytics
- Advanced machine learning capabilities for traffic classification
- Extensive experience working with tier-1 telecommunications providers
- Robust research and development investments allowing continuous innovation

Weaknesses:

- High implementation and operational costs that may be prohibitive for smaller ASEAN operators
- Complex deployment processes requiring specialized technical expertise
- Solutions often designed for large-scale Western markets with different regulatory environments
- Less flexibility for customization to address specific ASEAN market needs
- Limited local support infrastructure compared to regional competitors

COMPETITIVE ANALYSIS

Allot Communications in the ASEAN Market

Allot Communications

Strengths:

- Strong focus on network security and DPI-based threat detection
- Well-established relationships with telecommunications equipment vendors
- Solid reputation for network visibility and management solutions
- Comprehensive analytics capabilities attractive to data-driven organizations
- Proven scalability for growing networks

Weaknesses:

- Premium pricing model that may not align with ASEAN market economics
- Less market penetration in Southeast Asia compared to other regions
- Solutions often require significant hardware investments
- Integration challenges with legacy systems common in developing ASEAN markets
- Limited localization for regional compliance requirements

ASEAN MARKET DYNAMICS

The ASEAN telecommunications market presents unique challenges for these established players:

- **Price** sensitivity – Many ASEAN operators operate on tighter margins than Western counterparts
- **Diverse** regulatory landscape – Varying compliance requirements across ASEAN nations
- **Infrastructure** variability – Uneven development of network infrastructure across the region
- **Growing** demand for cost-effective solutions – Increasing pressure to deliver network intelligence without premium pricing
- **Local** support expectations – Preference for vendors with strong regional presence and support

This competitive landscape creates an opportunity for more agile, cost-effective solutions specifically tailored to ASEAN market needs, particularly those that can deliver comparable performance without the substantial overhead investments required by established global players.

Unlike our established competitors, we offer a solid no-CAPEX model with very low operating costs. Our fully plug-and-play solution is both hardware and software agnostic, making it easier for MNOs and other clients to integrate our solutions into their networks. While being a startup may be our primary weakness, we recognize it is simultaneously our greatest strength, as we uniquely understand the ASEAN WAY.

MARKET CONTEXT: ASEAN PRICE SENSITIVITY

The ASEAN telecommunications market is notably price-sensitive, with operators facing tight margins and seeking technology solutions that provide value without excessive capital expenditure. This creates a specific competitive dynamic for DPI vendors.

Pricing Model Comparison

Sandvine

- Pricing: Premium model with high upfront costs
- Implementation: Expensive professional services required
- Scaling: Steep cost increases with network growth
- ASEAN Fit: Often too expensive for regional operators

Allot Communications

- Pricing: Higher price points with substantial hardware needs
- Implementation: Complex deployment process
- Scaling: Requires additional hardware for growth
- ASEAN Fit: Difficult for smaller ASEAN operators

WRESTECH

- Pricing: Lower initial investment
- Implementation: Streamlined with reduced service requirements
- Scaling: More linear cost progression
- ASEAN Fit: Aligned with regional budget constraints

WRESTECH's ASEAN Advantages

- Lower TCO: Reduced upfront and ongoing costs
- Flexible Deployment: Virtualization options decrease hardware expenses
- Operational Efficiency: Lower maintenance requirements
- Local Support: Regional presence reduces costs
- Tailored Solutions: Right-sized functionality without unnecessary features

WAY's pricing approach effectively addresses the ASEAN market's need for cost-effective DPI solutions that deliver meaningful ROI.

We look forward to engaging with you and exploring opportunities for collaboration.



www.wrestech.com

