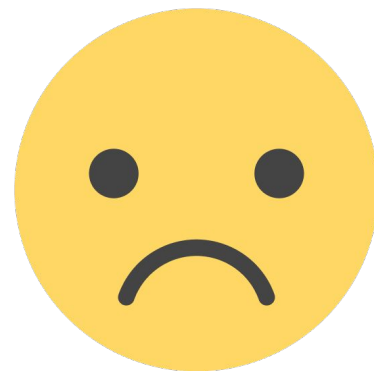# UniKey™ Identity Network

Strategic Acquisition for
Immediate Password Elimination in CIAM

The CIAM Market Problem

- Customers trapped with password-based authentication for the next decade
- Slow Passkey adoption leads to ongoing friction, lost revenue, and security risks
- Companies unable to fully eliminate passwords today lose competitive advantage

UniKey's Unique Value for Acquirers

- Immediately eliminates customer password friction
- Instantly differentiates your CIAM solutions in a crowded market
- Drives significant growth in customer acquisition and retention

Passwords

Why Passkey Alone Isn't Enough

- Great long-term vision but slow market adoption
- Customers unwilling or slow to shift away from passwords
- UniKey bridges this adoption gap, providing immediate, secure authentication without passwords

How UniKey Works (Technical Overview)

- SMTP secured through distributed cryptographic PKI
- Immediate, frictionless onboarding via email-native authentication
- HTTPS-based real-time verification with advanced device fingerprinting

Robust Security Foundations

- Hardened SMTP with cryptographic signatures (DKIM, SPF, DMARC)
- Blockchain-like distributed DNS validation for enhanced trust
- AI-driven device fingerprinting to prevent fraud

Instant Market Differentiation

- Eliminates onboarding friction instantly, improving customer conversions
- Provides exclusive market positioning against competitors relying on passwords

Simplified Customer Experience

- Frictionless signup and account recovery
- No password-related customer support issues or security vulnerabilities
- Immediate improvement in customer satisfaction and retention
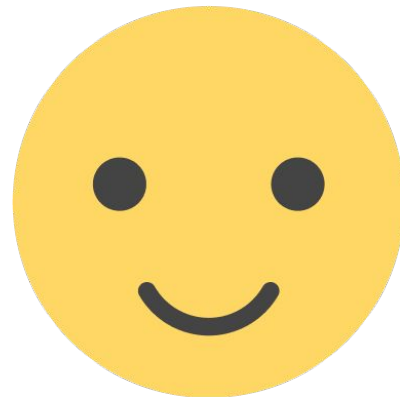
Strategic Pathway to Passkey

- Accelerates adoption of Passkey technology
- Immediate elimination of passwords, driving customer acceptance and usage
- Directly bridges current user experience gap to a full Passkey future
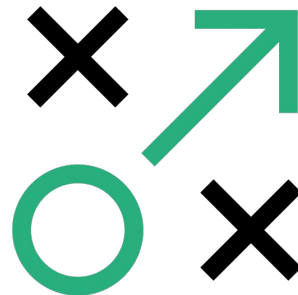
Clear Competitive Advantage

- UniKey positions you as the exclusive provider offering immediate password elimination
- Stand out clearly against competitors stuck offering partial password solutions

Passwords

Simple Deployment and Integration

- Easily integrated SDK for existing CIAM and IAM stacks
- Low technical overhead, quick time to market
- Full compatibility and complementarity with Passkey installations
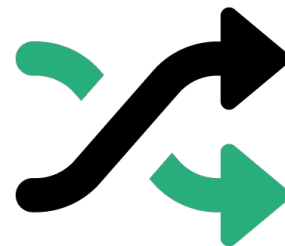
Proven, Patented Technology

- Comprehensive global patent portfolio (100+ assets)
- Thorough validation from cybersecurity experts and national labs
- Meets stringent industry standards and compliance

Realistic ARR Opportunity (Assumptions & Integration)

- Pricing model: $20 per month per business
- Total market: 50 million businesses globally reliant on passwords
- Conservative market penetration rates, accounting for integration, rollout, marketing, and sales team training
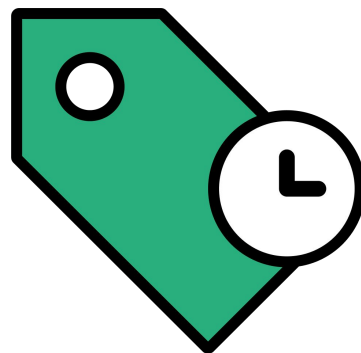
Realistic ARR Opportunity (Year 1-3)

- Year 1 (Integration & Rollout Phase):
  $60M ARR (~250,000 customers)
- Year 2 (Acceleration Phase):
  $240M ARR (~1 million customers)
- Year 3 (Scale Phase):
  $480M ARR (~2 million customers)
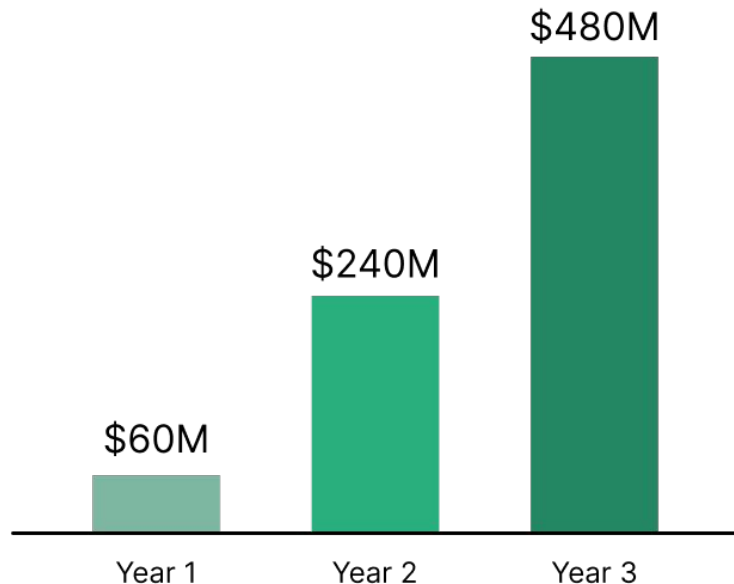
Next Steps & Contact

- Acquisition process now open
- Immediate next steps and direct contact information
- Act quickly to secure exclusive strategic advantage

Thank you for your time.

Contact:

john@swoopnow.com