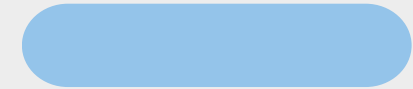


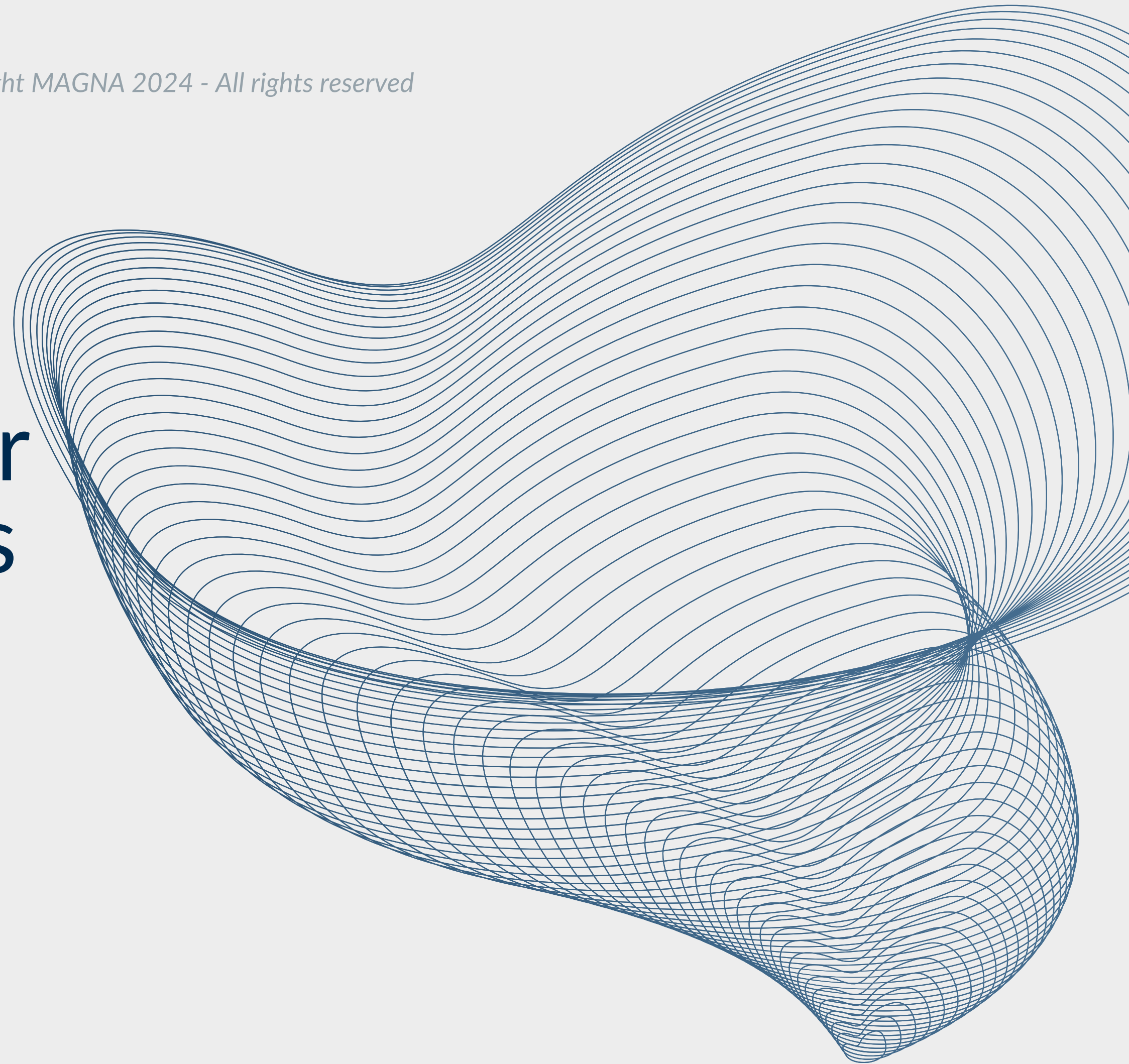
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Cybersecurity for Business Leaders



Canada, USA, Hong Kong, Switzerland
www.magnacyber.ch



Cybersecurity: The New Frontier of Risk and Compliance

Why Cybersecurity Matters for Business Leaders Today



Jean Loup P. G. Le Roux, Eng.
Founder, CEO



Andrew Kozloski
Director of Strategy

The Current Threat Landscape

Understanding Today's Cyber Risks

\$4.88 million

average cost of a data breach in 2024 (IBM)

46%

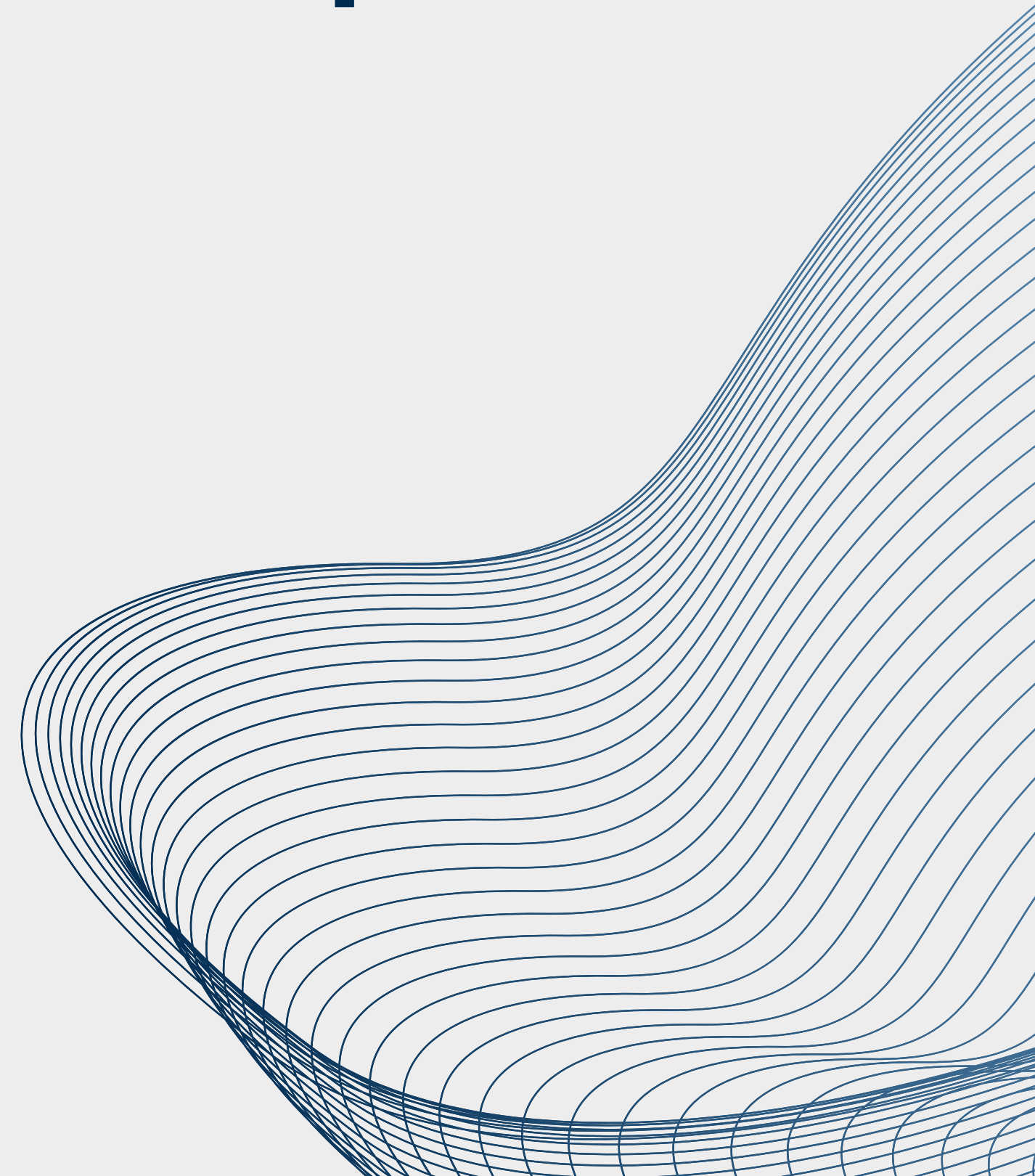
of cyber attacks target the US (Microsoft)

42%

of companies experience cyber fatigue - apathy to proactively defending against cyberattacks (Cisco)

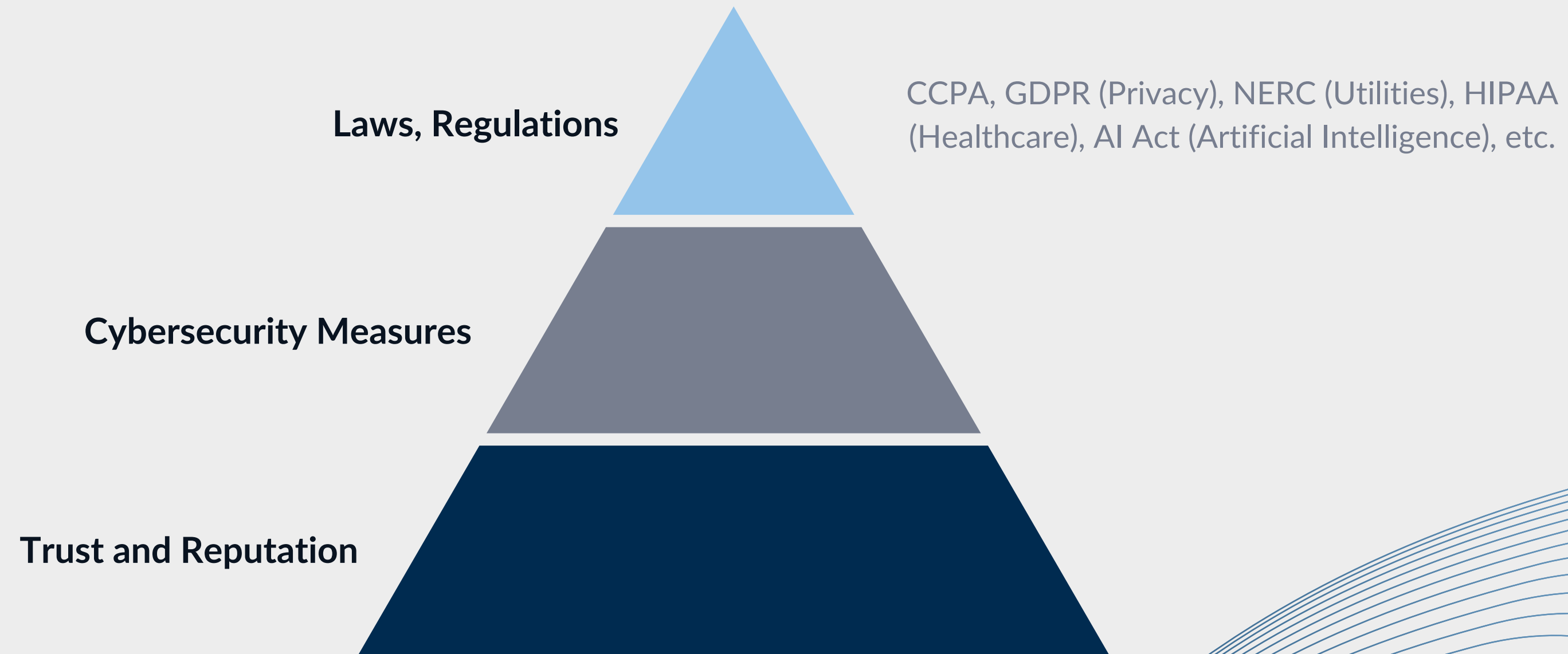
194 days

average time to identify a breach (IBM)



The Legal and Regulatory Environment

Strong compliance builds trust



Cybersecurity Frameworks and Best Practices

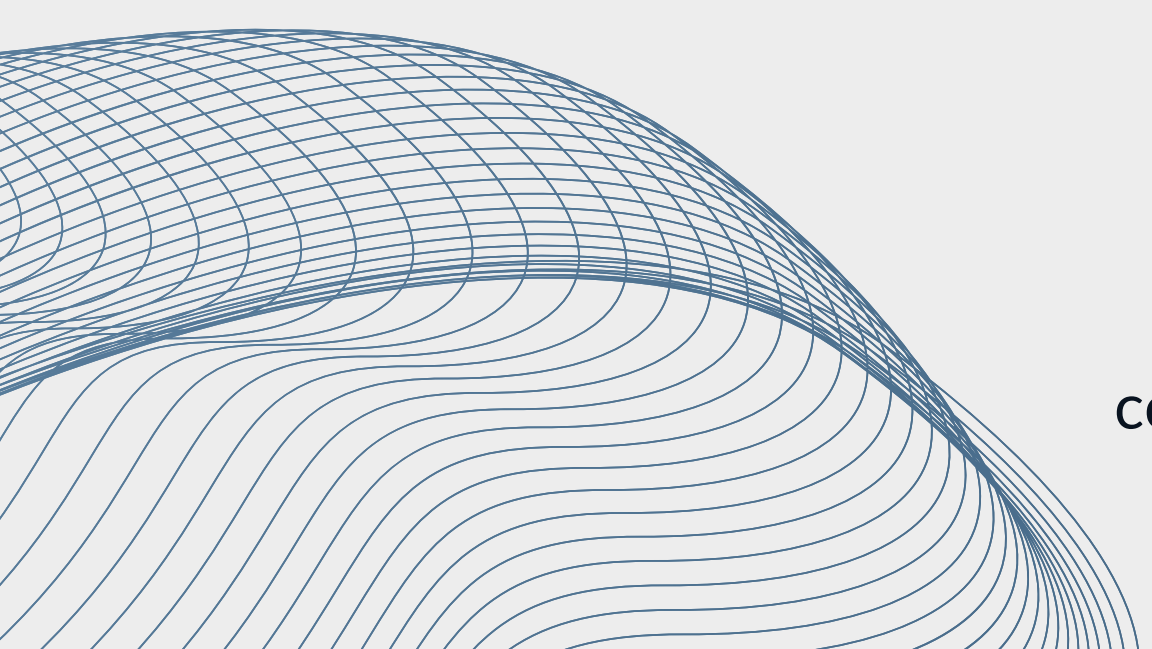
Building a Strong Information Security Foundation



The **NIST** (US) approach:
control-oriented and bottom-up.
Cannot get certified.

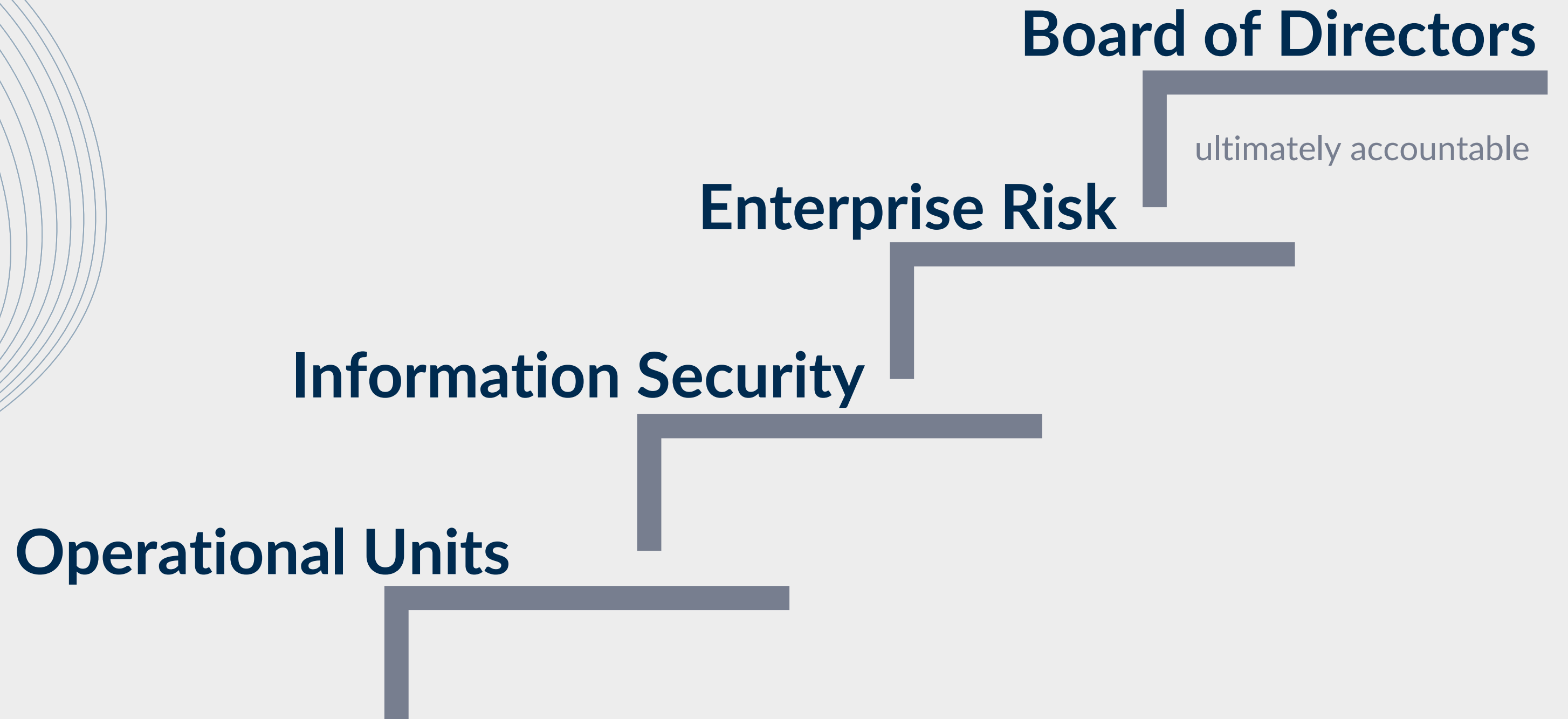


The **ISO** approach, internationally
recognized and very top-down.
Can get certified.



The Role of Executives

Why Cybersecurity is a Boardroom Priority



Taking the Next Step

Cybersecurity is a vast space.




 Emergency response

Incident Response, Intelligence Capabilities

Be prepared for the unexpected.



 Protect from threats

Cybersecurity Services

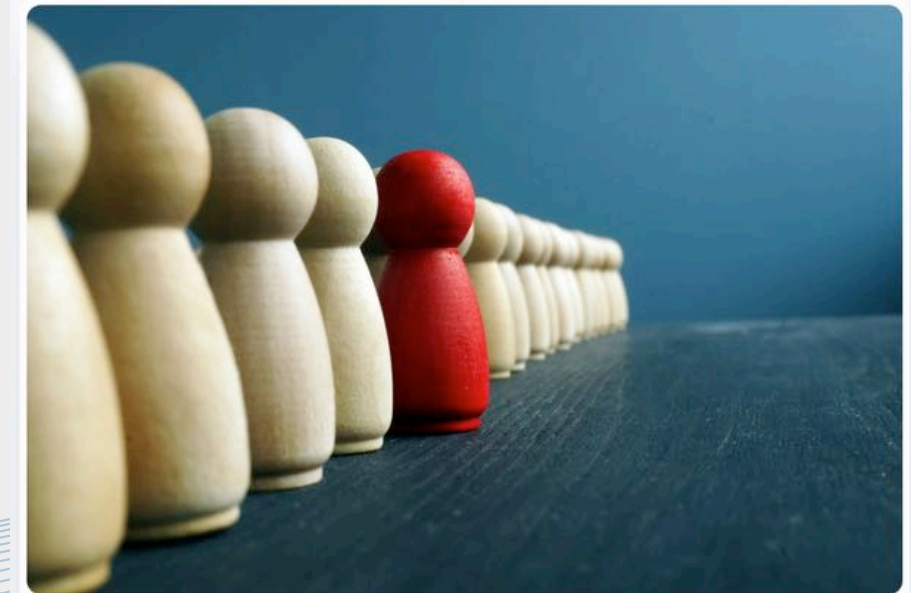
Access on-demand expertise tailored to your needs.



 Manage regulatory risk

Privacy Compliance

Navigate privacy regulations with confidence.



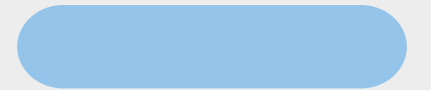
 Get global recognition

Certifications

Empower your organization with leading certifications.



Thank You



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