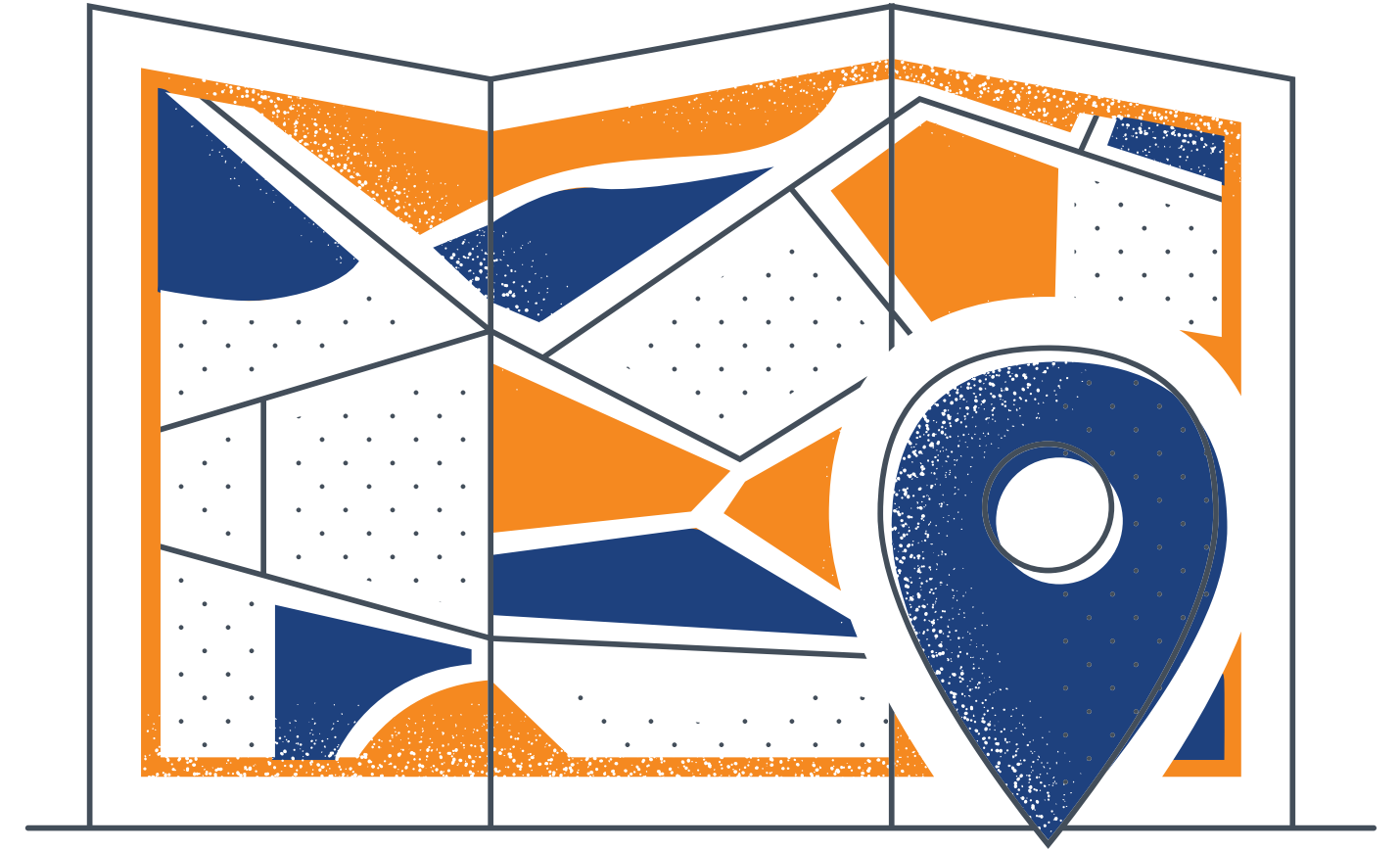# 2020 Product Roadmap

Our core principles and how they relate to what we accomplished in **2019** and our goals for **2020**.

A look back, and a look ahead.

PreEmptive continues to serve as a leader in application protection by expanding product features and developing new products. In 2019, we experienced an above industry average renewal rate and grew our customer base.

2020 has started off on a strong foot, with the strongest sales quarter to date. Our newest product, JSDefender- Application Protection for JavaScript, has brought in new customers, and provided additional value to current subscribers.

PreEmptive PROTECTION

Core Principles

#1.
DO NO HARM

We remain committed to providing the highest quality application protection solutions and the best support organization of any vendor in our space. This should need no explanation—the cure cannot be worse than the disease.

#2.
PROVIDE EFFECTIVE SOLUTIONS

In 2019, both Dotfuscator and DashO received significant improvements to their existing protection transforms and runtime checks, keeping them up to date against the latest reverse-engineering and hacking tools.

#3.
SUPPORT THE LATEST PLATFORMS

In 2019, we continued to evolve our products to support major updates to the Java, Android, and .NET platforms. In 2020, we see these platforms continuing to evolve. Major changes to Java, Android, and .NET are coming, and we will be there to support them.

#4.
SUPPORT AND ENABLE MODERN DEVELOPMENT

In 2019, we delivered major updates to DashO and Dotfuscator to better support modern development and build scenarios. In 2020, we will continue to make it easier to configure, provision, and integrate our products.

First, Do No Harm

Code obfuscation shouldn't mess up your app.

This should need no explanation—the cure cannot be worse than the disease. Our solutions are designed to be easy to adopt and implement. They won't slow down your developers or your application. And if you need help, we have the best support organization of any vendor in our space.

Provide Effective Solutions

JSDefender

New!

We also added support for protecting JavaScript applications, with an entirely new product: JSDefender. JSDefender extends the PreEmptive Protection suite to cover JavaScript and its large ecosystem.

We help applications prevent, detect and respond to attacks.

In 2019, both Dotfuscator and DashO received significant improvements to their existing protection transforms and runtime checks, keeping them up to date against the latest reverse engineering and hacking tools.

In addition, DashO gained the ability to encrypt resources in Android applications.

In 2020

We are planning:

- Continuous improvements to all protection features as needed, in order to stay up-to-date with evolving hacking tools and techniques. [Planned throughout the year]
- Tamper detection for JavaScript. [Scheduled for 2nd half]
- Resource Encryption for .NET applications. [Assessing]
- Cross platform tamper and debug checks for .NET Core. [Assessing]

Dotfuscator | DashO | JSDefender

Support Latest Plaforms

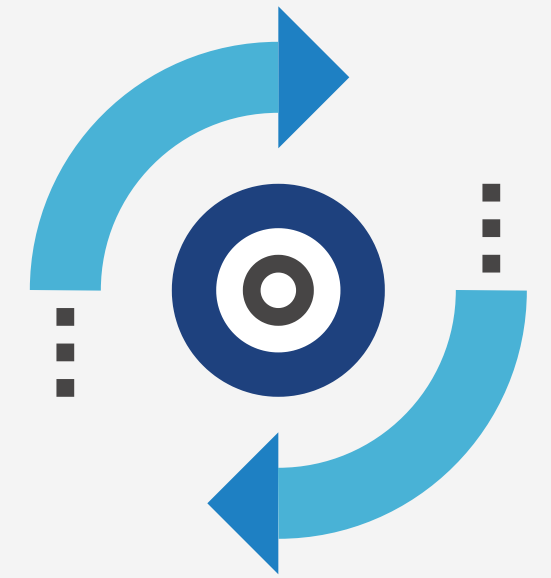We align our product development to support the latest platform features.

In 2019, we continued to evolve our products to support major updates to the Java, Android, and .NET platforms.

- DashO added support for Java 11, 12, and 13, and the latest versions of Android.
- Dotfuscator added support for .NET Core 3.x, and preview versions of client-side Blazor, as well as for the latest versions of Xamarin, Visual Studio, and Visual Studio for Mac.

Dotfuscator | **DashO** | **JSDefender**

In 2020,

major changes to Java, Android, and .NET are coming. We will be there to support them.

- Dotfuscator's automatic renaming rules for XAML-based applications will be improved. [Scheduled for Q2]
- Dotfuscator will support .NET 5. [Scheduled for 2nd half]
- DashO will support Java 14 and 15, and Android 11. [Scheduled for 2nd half]
- DashO will add features and explicit support for Spring Boot. [Scheduled for 2nd half]
- JSDefender will continue to support the latest tools, frameworks, and bundlers. [Planned throughout the year]

Modern Development Practices

Updates to better support build scenarios.

In 2019, we delivered major updates to DashO and Dotfuscator.

- DashO now has a tighter integration with the Android Gradle build pipeline, leveraging the R8 and D8 tools from Google.
- Dotfuscator now supports cloud build scenarios including Azure Pipelines and AppCenter builds.
- Dotfuscator's build engine has been ported to .NET Standard and .NET Core, and now runs on Mac, Linux, and Windows.
- Dotfuscator now integrates with Visual Studio for Mac.

Dotfuscator | **DashO** | **JSDefender**

In 2020

we will continue to make it easier to configure, provision, and integrate our products.

- All products will support team-based licensing, making it easier for companies to track their usage. [Scheduled for 2nd half]
- DashO will support the floating build license type. This will enable dynamic provisioning in cloud build scenarios and on-the-fly activation at build time. [Scheduled for Q2]
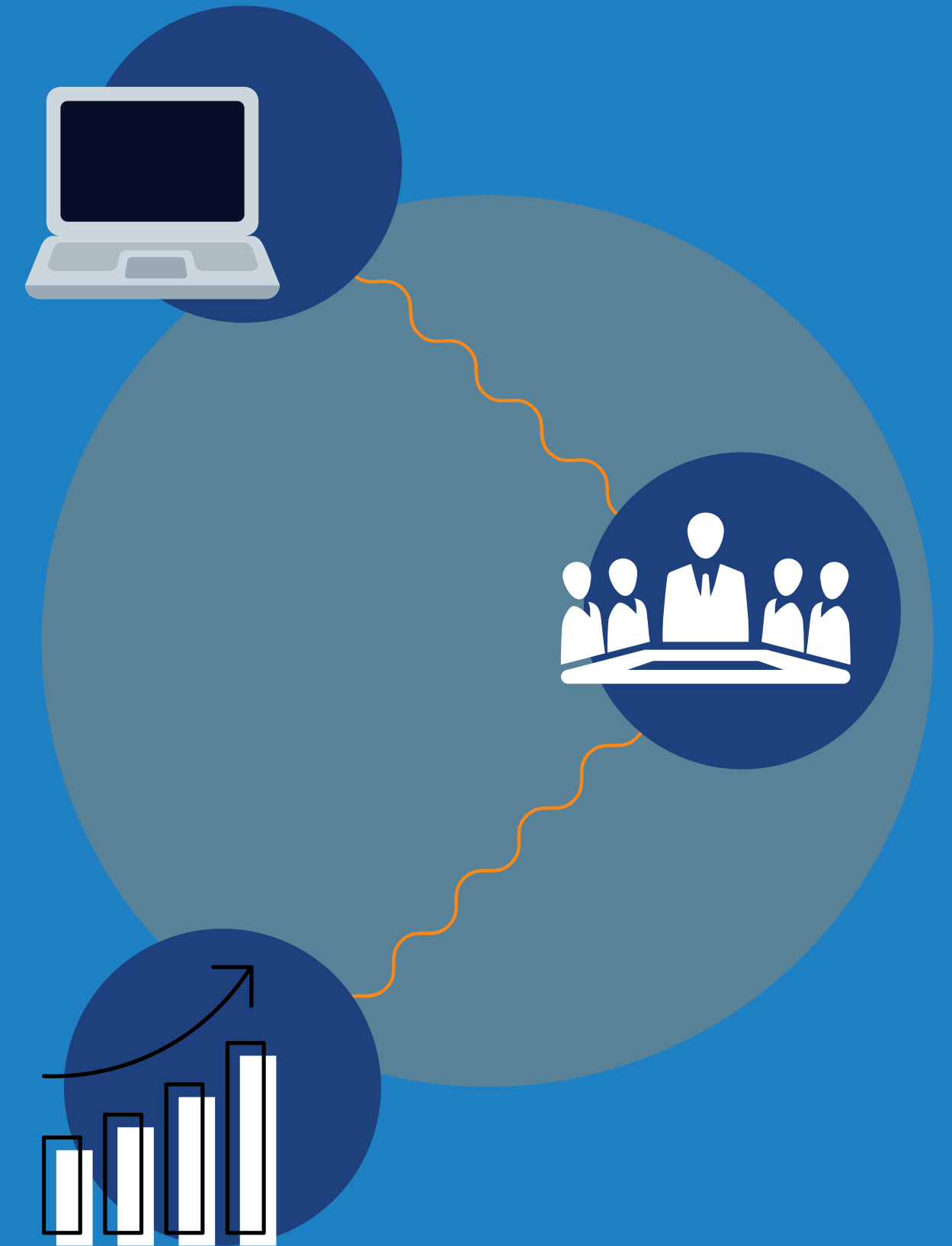
Product Driven

We have a renewed focus on effective product management, with the goals of keeping our products in alignment with market demands and solving real customer problems.

Customer Advisory Board

To continue to provide the most up-to-date and relevant products and features, we have formed a Customer Advisory Board so that we hear the voices of our customers on a regular basis.

Customer Success

To continue to improve the overall PreEmptive experience, from initial interactions to supporting longtime customers, we have expanded our Customer Support, Account Management & Sales teams in both the USA and in Europe. We want to continue to exceed your expectations!

PreEmptive

Dotfuscator | **DashO** | **JSDefender**

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