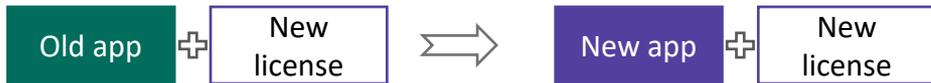


Core Offer.

Backward Compatibility.

Backward compatibility definition

Compatibility – ability to activate old applications (KAV,KIS, KTS, KSC) with new portfolio licenses (Kaspersky Standard, Kaspersky Plus, Kaspersky Premium) with further upgrade to new applications.

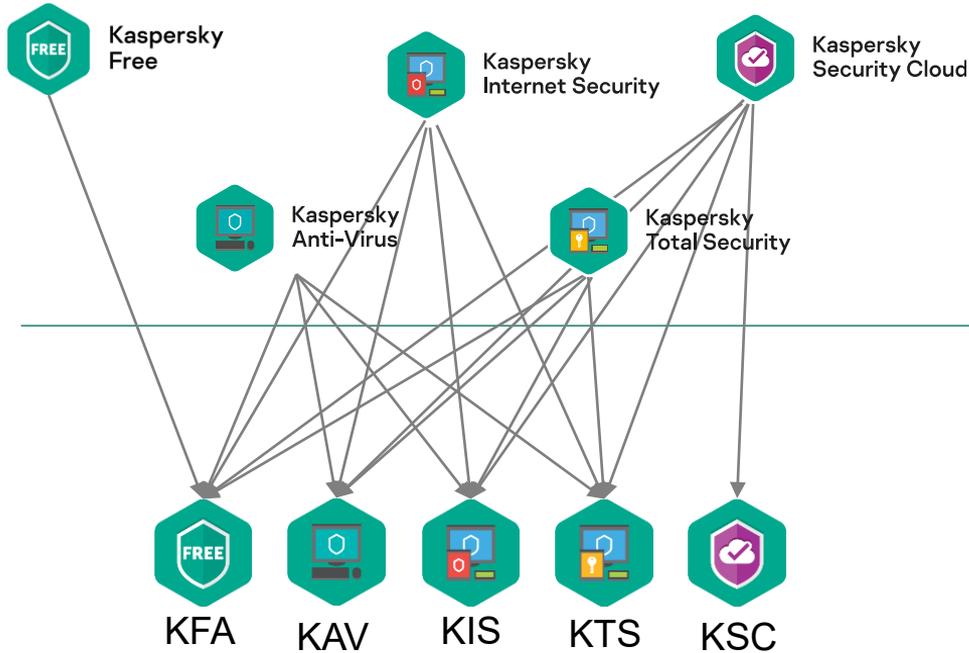


Backward Compatibility – ability to activate new applications (Kaspersky for Windows, Mac, iOS, Android) with old portfolio licenses (Kaspersky Anti-Virus, Kaspersky Internet Security, Kaspersky Total Security, Kaspersky Security Cloud – Personal, Kaspersky Security Cloud – Family).



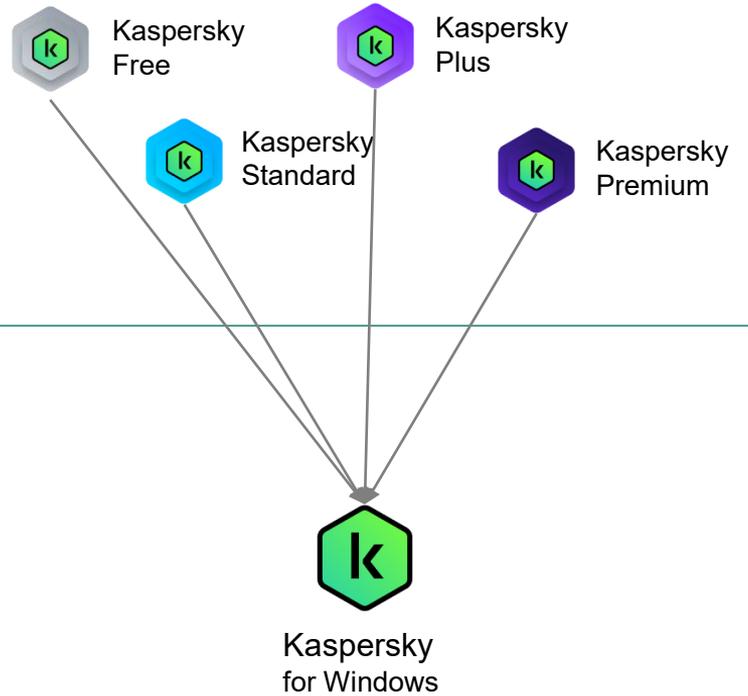
License application scheme

Old Licenses



Old Windows Applications

New Licenses



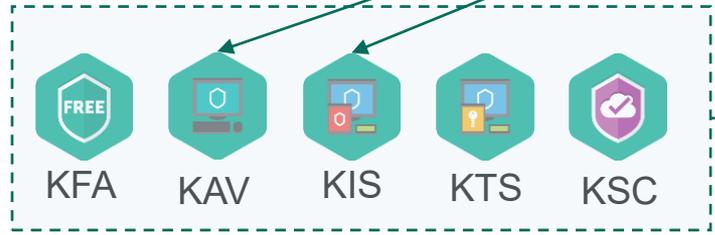
New Windows Applications

Standard license compatibility

Old Licenses



New Licenses



Old Windows Applications



New Windows Applications

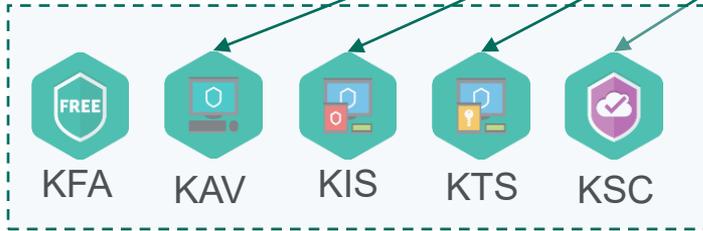
TFU



Plus license compatibility

Old Licenses

New Licenses



Old Windows Applications

TFU



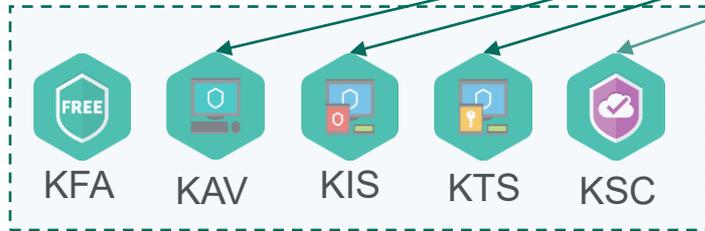
New Windows Applications

Premium license compatibility

Old Licenses



New Licenses



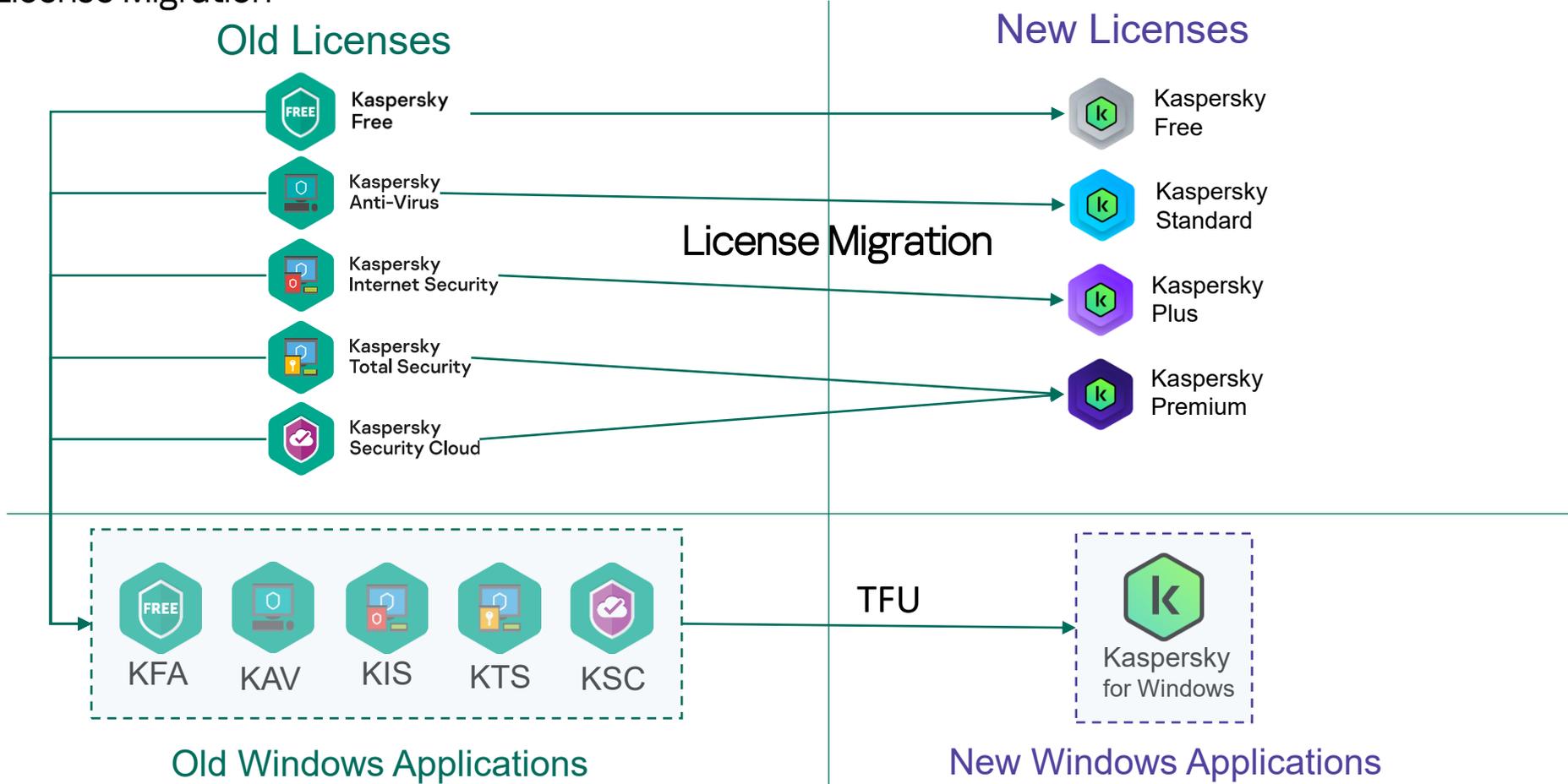
Old Windows Applications

TFU



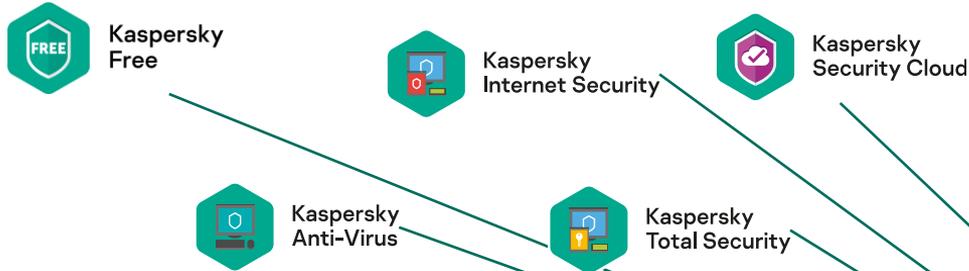
New Windows Applications

License Migration



Backward compatibility with old licenses

Old Licenses

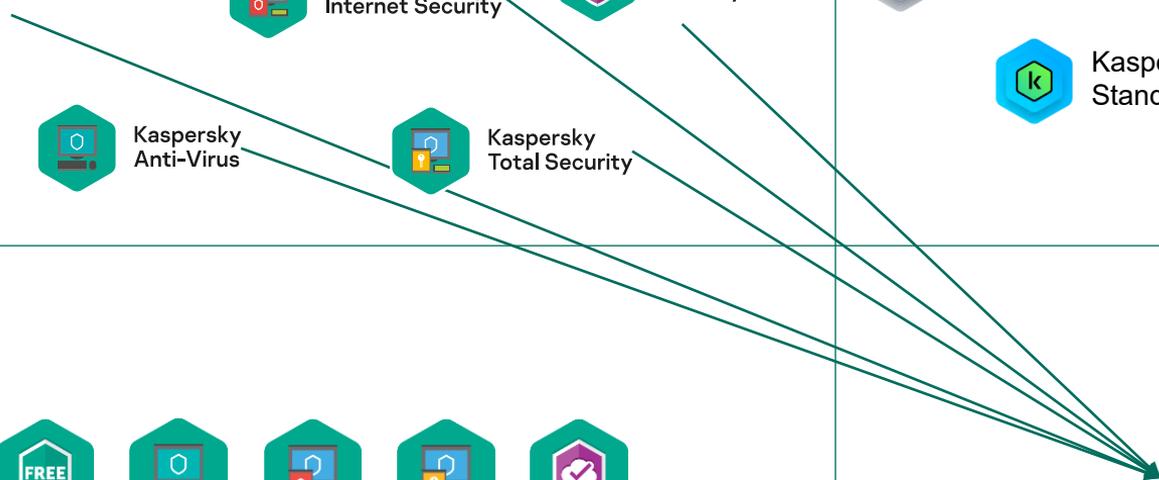


New Licenses



Old Windows Applications

New Windows Applications



Old products



Kaspersky
Anti-Virus



Kaspersky
Internet Security



Kaspersky
Total Security



Kaspersky
Security Cloud



Functional mode



Kaspersky
Standard



Kaspersky
Plus

Mobile products

Functional mode



Kaspersky
Internet Security
for Android™



Kaspersky
Standard



Kaspersky
Security Cloud



Kaspersky
Plus

Old portfolio composition

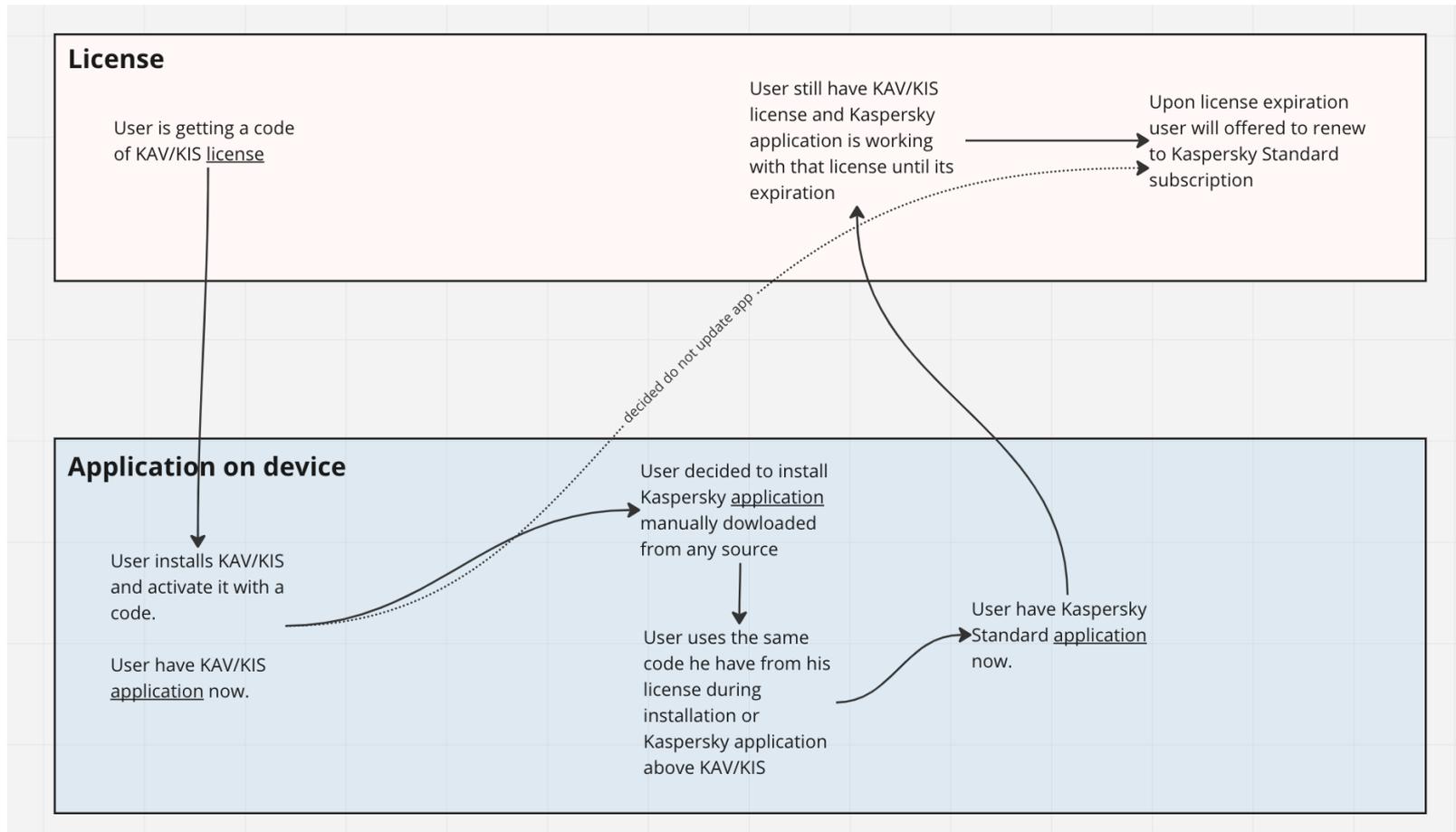
	KAV	KIS	KTS	KSC
OS supported	Windows	Windows, macOS, Android,	Windows, macOS, Android	Windows, macOS, Android, iOS
Band/No. of Devices	Up to 10 depending on region			
Term	1-2-3-year	1-2-3-year	1-2-3-year	1-2-3-year
No. of Password Vaults	N/A	N/A	Up to 10 password vaults	Up to 10 password vaults
MyK Account	Optional	Optional	Optional	Mandatory
Trial Available	Yes (shared)	Yes (shared)	Yes (shared)	Yes

Functionality difference

License	Functional mode	Difference between new portfolio
Kaspersky Anti-Virus	Kaspersky Standard	<ul style="list-style-type: none">• No iOS• No Android• No Mac
Kaspersky Internet Security	Kaspersky Standard	<ul style="list-style-type: none">• No iOS• No mobile privacy features
Kaspersky Total Security	Kaspersky Plus	<ul style="list-style-type: none">• KSK added• No VPN• No mobile privacy features
Kaspersky Security Cloud -Personal	Kaspersky Plus	<ul style="list-style-type: none">• No VPN• No mobile privacy features
Kaspersky Security Cloud - Family	Kaspersky Plus	<ul style="list-style-type: none">• KSK added• No VPN• No mobile privacy features

- Activating Kaspersky for Windows by code from old portfolio. (**Tangible and ESD**)
- Installation Kaspersky for Windows over old applications, activated by old portfolio license. (**All business segments**)
- Receiving old license from My Kaspersky after installation (**All business segments**)
- Downloading new applications from My Kaspersky after adding new app (**All business segments**)
- Application migration without upgrade purchase (**All business segments**)

Example of tangible customer journey with old license and new application



1. Activating Kaspersky for Windows by code from old portfolio.
 2. Installation Kaspersky for Windows over old applications, activated by old portfolio license.
 3. Receiving old license from My Kaspersky after installation
- <https://www.figma.com/file/liWnwbTuLTOWHMDh06ISBx/Migration.-Backward-Compatibility>