Who Actually Targets You and Why?

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Key Focus:

- Who? – Threat actors & targeting profiles
- Why? - Threat actor goals & motives
- What? - Threat landscape, what makes an organisation a target
- Where? – Geographics & politics

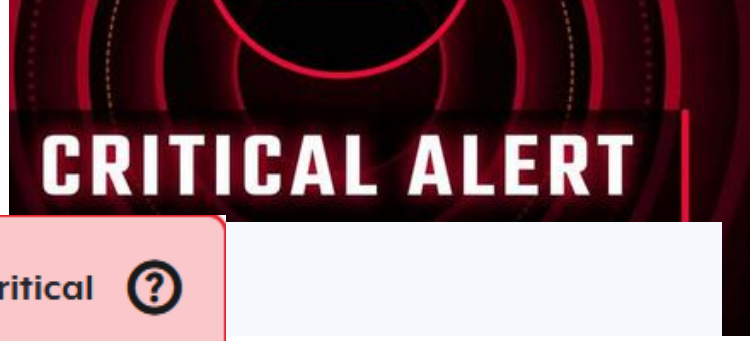
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General overview of the threat landscape in 2026



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Romania says Russia-run sabotage network set fire near weapons factory



Critical vulnerabilities in PHP

Alert Status: Critical

A security release for two critical PHP vulnerabil

widely used to powe

Cyberattack on Jaguar Land Ro

New cyberattack on supermarket fridges Assault sweeps across Europe

urope Recorded

ansomware Attacks

Months. Manu

rimary Targe

Hundreds of Swedish municipalities impacted by

Finnish organisations targeted by Akira ransomware

Russia's Hybrid Attacks in Europe Are Growing More Dangerous, 54 Inci

Patch the Planet

Government websites go da


The Internet Is Under Attack

Are These Threats Equally Relevant to You?

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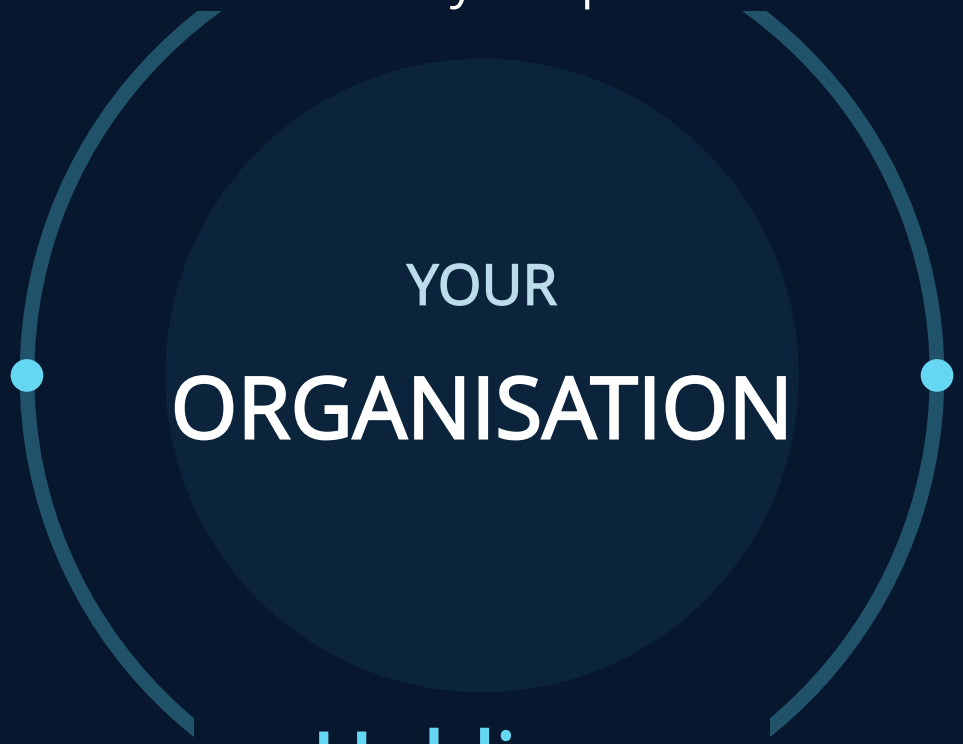
It Depends on Who You Are.

Geography

Where do you operate?

IMPACT

Why would someone target you?



Dependencies

Who you work with?

Holdings

What do you have?

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Same Industry - Same Threat Landscape?



Tre Knonor Hammare AB

Standard industrial components

Nordic commercial customers

Operations only in Sweden



Svea robotics AB

Defence & critical infrastructure

NATO-linked business

Sensitive technical information

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THREAT RELEVANCE MATRIX

DYNAMIC DRIVERS

PUBLIC VISIBILITY 0.0

0 5

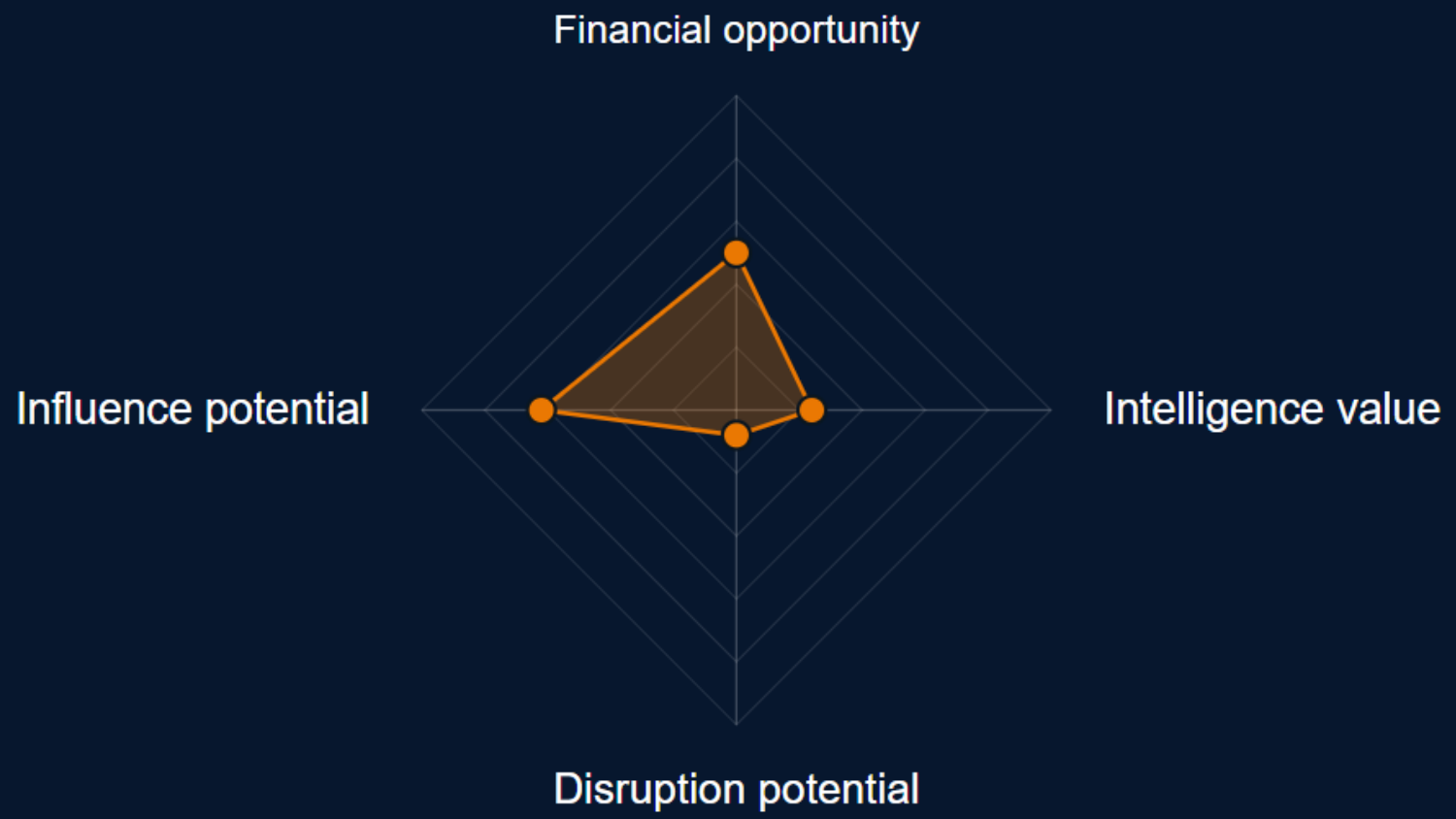
STRATEGIC RELEVANCE 0.0

0 5

SUPPLY CHAIN EXPOSURE 0.0

0 5

Reset profile



CORE DRIVERS

FINANCIAL OPPORTUNITY 4.0

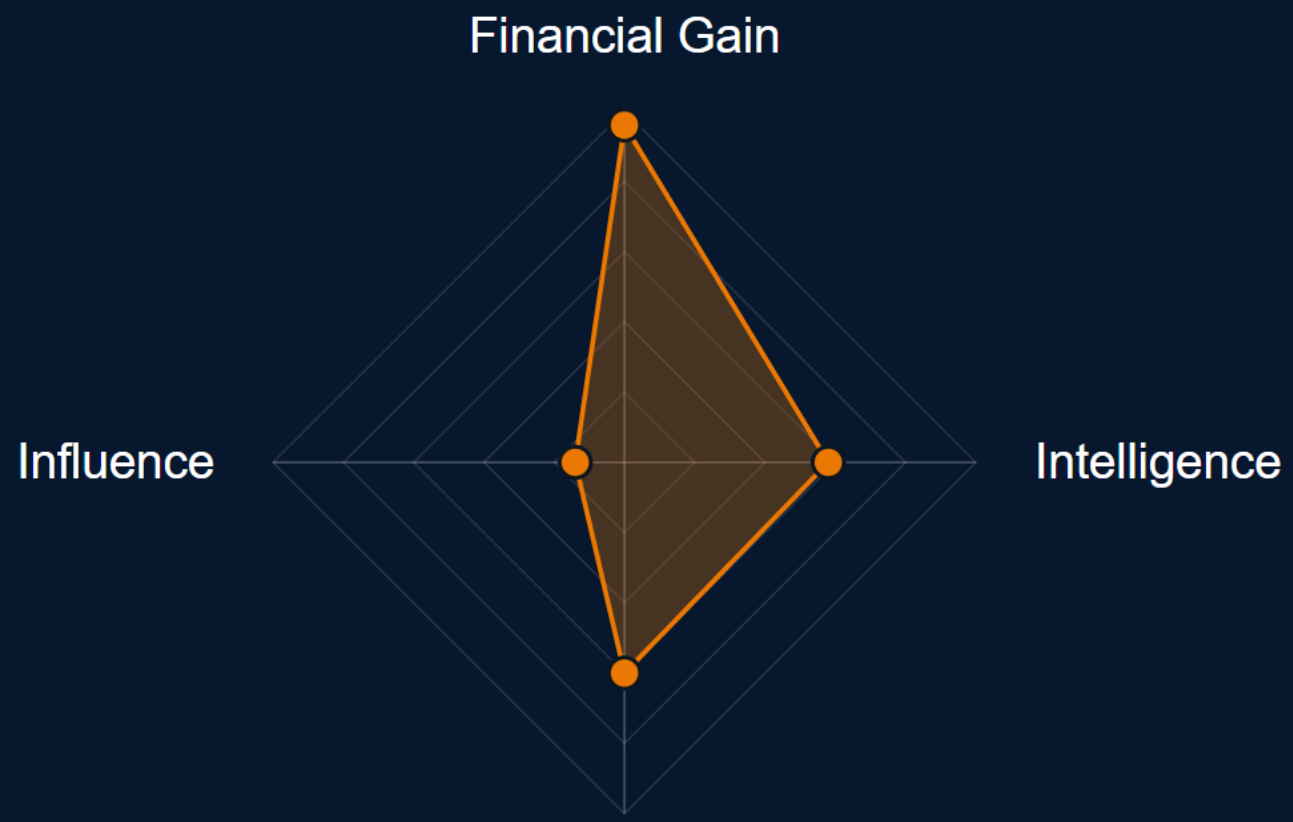
INTELLIGENCE VALUE 3.0

INFLUENCE POTENTIAL 4.5

DISRUPTION POTENTIAL 2.0

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Threat Actor Motivation



Financial Gain	Intelligence	Disruption	Influence
4.8	2.9	3.0	0.7

Illustrative profile · Relative scale 0–5

Reset profile

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Same Industry -
Different Threat Landscape!

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FINANCIAL GAIN

When the objective is money

WHAT TO EXPECT

- Phishing
- Scams & Fraud
- Credential Theft
- Ransomware & Extortion

FOCUS ON

- Identity Protection
- MDR & 24/7 Monitoring
- Exposure management
- Continuous Training

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INTELLIGENCE

When the objective is information

WHAT TO EXPECT

- Targeted Phishing
- Vulnerability Exploitation
- Persistent Access
- Sensitive Data Theft

FOCUS ON

- Identity Protection
- Privileged Access Management
- Threat Hunting
- Data Protection

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DISRUPTION

When the objective is impact

WHAT TO EXPECT	FOCUS ON
DDoS Attacks	DDoS Protection
System Manipulation	Security hygiene
Sabotage	Physical Security
Device takeovers	Exposure management

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1. Identify
2. Evaluate
3. Take Action
4. Test & Practise

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