

## Stakeholder News

July 21, 2017

### CEO CONFIDENTIAL CORNER

Greetings to all of my fellow SertintyONE stakeholders! My prayer for each of you is that you, and all of your family members, are blessed and well!

This is our inaugural stakeholder newsletter. Our goal is to better communicate with our stakeholder base — we hope you enjoy this new email format. (And, Rivers Nesler your Communications & Public Relations Manager has given me a special spot in the letter!!!) Because of our current volume of activity, it is nearly impossible to have regular and meaningful conversations with each of you, as Stan Buske and I have attempted in the past. We will use this letter to give brief corporate updates, and highlight subjects such as vision, mission, shareholder value, accomplishments and issues.



These communications are intended not only to keep you abreast of the Company's activities, but to stimulate thought and creativity from each of you as to how you might be able to be of influence, e.g. key contact in a target company. We see each stakeholder as a team member, and your participation, whether it is spreading our corporate news or offering the Company a business referral, supports building a team culture here at SertintyONE. Thus resulting in a successful Company that we can all be proud of. Your input and feedback is solicited and welcomed.

### VISION

My vision of SertintyONE is rooted in the belief our technology will save lives. In the world that we live in today, fast, accurate and protected communications is critical and essential to the well being and continued development of our society. All communications are data flows of one kind or another. Whether it be dependable and accurate information for medical professionals in a life saving operation, protected avionics and navigation systems in commercial airliners, protected communications for our first responders – EMS, police, fire and military – protected data flows in our financial infrastructure or simply protecting your sensitive and personal information, our technology will have a significant global impact. The embodiment of our corporate vision is our technology becoming the “new standard” by which these protections are measured.

### MISSION

One of my highest priorities as your CEO is continuing to build stakeholder value by developing the right strategic alliance partners. It is also my goal to lead and help build a culture of excellence. Excellence in the character of our people, and excellence in technology that delivers on our claims. Ultimately though, our mission...our collective mission...is to drive significant value for our stakeholders.

## COMPANY HIGHLIGHTS

Over the last two years, we have invested thousands of man hours breaking through barriers and vaulting significant hurdles. Let's take a brief look at just a few of our accomplishments with more to be acknowledged in future communications.

1

### CDL

In an extraordinary "first," Cyber Defense Labs (CDL) has documented for us, "their" opinion and conclusions regarding the uniqueness and power of our technology. As a practice, they don't do this. We are able to share with our potential clients and investors their opinion, and their enthusiasm to remain a part of our growth and evolution, is inspiring.

2

### GAAP

To best prepare the Company for the audits necessary to raise significant capital, the Company's accounting records should adhere to Generally Accepted Accounting Principles (GAAP), which is the U.S. standard. We've done that and are ready for that audit!

3

### Capital

We are blessed to have a Hoover Family Office as our keystone angel investor. They are enabling us to hold a position of strength while we not only seek significant capital sources, but at the same time advance our business mission.

4

### Market Acceptance

FIS Global has finally "gone live." They're about a tenth of the way through transitioning from their old process to a new process developed by Transformations, Inc. and based on our technology. They have a thousand banking systems as their customer base and intend to port all to our technology. BlueGrass & EOS are two transaction processors that are more recent adopters. What is special about them is that we've implemented our second stage revenue model; a per-document revenue model. And lastly, one of the world's largest telecom companies has initiated a broad and deep due diligence on our technology.

## Roundtable Discussion with Ed Amoroso

As part of our communications initiative we have initiated one of the most powerful means for launching a breakthrough technology and building a brand — **word of mouth** via **personal credible relationships**. Ed Amoroso moderated a thirty-minute roundtable with GregT, GregS, Dan and Amir. You can view it below. Feel free to share this video with all your contacts!



Dr. Ed Amoroso is currently Chief Executive Officer of [TAG Cyber LLC](#), a global cyber security advisory, training, consulting, and media services company supporting hundreds of companies across the world. Ed recently retired from AT&T after thirty-one years of service, beginning in Unix security R&D at Bell Labs and culminating as Senior Vice President and Chief Security Officer of AT&T from 2004 to 2016. Tag Cyber offers a variety of cyber security content through their website, social media, and related distribution channels in addition to customized training courses, expert cyber security consulting, eBook publications, and related services such as professional CISO coaching.

## FINAL THOUGHTS

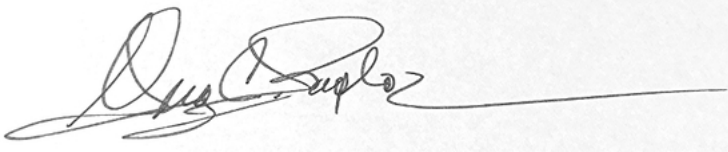
....let me pick up where I started — we have an incredible team of talented people. It serves all of our common goals and dreams to totally help and support one another. We wouldn't be here without our stakeholder base and you would not have this incredible opportunity without this team of talented people and the sacrifices they have made along with the thousands of hours invested into this Company.

There is a saying, "Good Iron Sharpens Good Iron," let that be everyone's motto!

I will close by sharing something Dan said to me a few weeks ago, "Greg, we have broken the bucking bronco!" This is true. The Company is poised for explosive growth and prosperity for all. Dan and I have become true brothers who love, respect, and enjoy working together every day. This type of strength and commitment exists with all of the founders of SertintyONE: Mark Brusseau, Stan Buske, Dan Fischer, The LeVine Family, Greg Smith, and Melani Smith Weed. This group, along with the rest of our excellent team, believes we have a destiny to fulfill with our *SmartData* Technology Platform. We are unified and focused for the kind of success you are all anticipating.

With Best Regards,





Greg C. Taylor  
President & CEO

**Questions?**  
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