

# Stakeholder News

## October 30, 2017

### CEO CONFIDENTIAL CORNER



Greetings to all of our fellow SertintyONE Stakeholders. The Company is in a great position and is aggressively moving forward on multiple fronts.

We are very close to the first release of products based on our Software Development Kit (SDK). These products are new to the industry and we will preview them at the November 10th Stakeholder Meeting. Additionally, we're implementing Version 2 of our technology at Transformations, Inc. We are also poised to penetrate the music industry with a new product offering, which we'll demo at the meeting. All of which will accelerate revenue growth.

Furthermore, as we move into the growth phase, we will continue to develop the Company's profile to attract investment bankers that would view the Company as a potential IPO candidate, and businesses that would view the Company as an attractive acquisition, by having audit-ready financial statements, nationally recognized legal counsel and other professional advisors important to our message and market positioning. We intend to position the Company to develop exit opportunities for our investors, and look forward to discussing all this and much more, on November 10th.

Prior to our meeting, however, I challenge our entire stakeholder base to think about the friends and relationships you have in the business world. As we move into this growth phase, simultaneously we will be developing new, industry specific, strategic relationships. Please do not assume that your business relationships or contacts would not be beneficial to the Company. Your contact or relationship could be key to our success.

We, at SertintyONE, look forward to seeing you in the next two weeks. If you haven't already RSVP'd please do so by clicking the button below. For more information on the event, scroll to the "In the Works" section of the newsletter.

[RSVP HERE](#)

# COMPANY HIGHLIGHTS

1

## Project SmartSong

The first product to evolve from Project *SmartSong* is ready for commercialization. We (*SmartData*) are now integrated into a web-based application, Music Pub Works. We will demonstrate at the Stakeholder meeting how we can, protect music in a *SmartFile* format and enforce policy - such as: (a) number of plays and song expiration date, (b) share sensitive song related IP using a share portal, and (c) track song plays for accurate royalty calculation and distribution.

2

## uSecure

The Transformations, Inc. "uSecure" application module, is the world's first implementation of *SmartData*, and makes it easy for the transaction processor to selectively decrypt needed data in the *SmartData* file, without exposing the rest of the information in that file. Currently, SertintyONE has issued over 130 licenses for the app, and we're working with TI to develop sales collateral to expand this business.

3

## ICTO Patent Issued

Our patent, *System and Methods for Using Cipher Objects to Protect Data*, has been granted and was issued on October 17, 2017. You may research the patent [here](#).

## In The Works

The **Annual Stakeholder Meeting** is scheduled for **Friday, November 10th**, from **2-4pm** at the [Gaylord Springs Golf Links](#). The doors open at 1:30pm for the meeting begin at 2pm sharp. All stakeholders and shareholders, voting and non-voting, are invited to attend. Our meeting will take place in the upper clubhouse, where complimentary light beverages and hors d'oeuvres will be available. Members of the SertintyONE Corporation Management Team will share company highlights and plans. Guest speaker, Dr. Edward Amoroso had a last minute schedule change, but will prepare a video in his place of being there — note his profile below. If you haven't already RSVP'd, please do so by clicking [here](#). Also, if you plan on attending, please sign this [NDA](#), and send to [investor.relations@sertintyone.com](mailto:investor.relations@sertintyone.com), prior to the meeting.





## PROFILES

# Guest Speaker for Annual Stakeholder Meeting

## Dr. Edward Amoroso, Board Consultant

*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.*

*Ed has been an Adjunct Professor of Computer Science at the Stevens Institute of Technology for the past twenty-seven years, where he has introduced nearly two thousand graduate students to the topic of information security. He is also affiliated with the Tandon School of Engineering at NYU as a Research Professor, and the Applied Physics Laboratory at Johns Hopkins University as a senior advisor. He is an author of six books on cyber security and dozens of major research and technical papers and articles in peer-reviewed and major publications.*

*Ed holds a BS degree in physics from Dickinson College, MS/PhD degrees in Computer Science from the Stevens Institute of Technology, and is a graduate of the Columbia Business School. He holds ten patents in the area of cyber security and media technology and he has served as a Member of the Board of Directors for M&T Bank, as well as on the NSA Advisory Board (NSAAB). Ed's work has been highlighted on CNN, the New York Times, and the Wall Street Journal. He has worked directly with four Presidential administrations on issues related to national security, critical infrastructure protection, and cyber policy.*

### Questions?

[investor.relations@sertintyone.com](mailto:investor.relations@sertintyone.com)



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