

# STAKEHOLDER NEWSLETTER

## January 31, 2018

### CEO CONFIDENTIAL CORNER

This past year has brought many accomplishments, including the acquisition of world class talent: Engineers Karim Lalani, Hilary Michel, Eric Braley, Pradeep Ravada; Training Manager Michelle Smith; Product Manager Jason Becker; and Communications Manager Rivers Nesler.

Our Company spent a week in January identifying 2018 products, what dependencies exist to get them to market, and projected 2018 revenue. We are well positioned for growth.

The stage is set for three main points of focus in 2018: 1) continue to build shareholder value, 2) increase revenue, and 3) continue to prepare and position our Company to be an acquisition target, as well as other opportunities for shareholders to realize liquidity.



## COMPANY HIGHLIGHTS

1

### Board of Directors

Last month, during our Annual Voting Shareholder meeting, the following were elected to the Board of Directors: Greg Taylor, Stan Buske, Greg Smith, Dan Fischer, and [Bert Hoover](#).

2

### Millennium Alliance Recap and Robin Bienfait

In November, we attended the Millennium Alliance Digital Transformational CISO event in Salt Lake City. Our Platinum Sponsorship included a package of ten, one-to-one meetings with world renowned companies and the opportunity to host a roundtable discussion with twenty CISO's.

While at the event, we met [Robin Bienfait](#) who has since visited our Nashville office. She participated in a technology deep dive with the team, and was impressed with our company, our people, and our technology. Since her visit, Robin has accepted our invitation to be an active member of our Advisory Board. We believe she will help accelerate our growth and value.

# 3

## A Global Telecom Company

We are negotiating with a global telecom company to implement and service a couple of P4C's (Proof For Customer's) prototype applications. They've picked a problem space focused on critical information for which they have not yet found a satisfactory solution. We hope to have both P4C's implemented and completed in the first half of this year.

# 4

## BMS Direct

Transformations, Inc., our strategic partner in selling to enterprise mailers and print service providers, signed on a new client this month, BMS Direct. BMS Direct provides comprehensive invoice processing services. Their end-user, the Social Security Administration of Virginia, asked specifically for the "SmartData" technology!



## PROFILES

**APPLE, the company:** In its early years, Apple just about went under. The Board of Directors asked Steve Jobs to come back to Apple – to save it! He led the resurrection of Apple. One of the first things he did was change its name. Anybody remember the name of Apple, before it was Apple? Apple Computers.

Our Company isn't going under. In fact, just the opposite. It's accelerating. 2018 will be our "break out" year and with that, inaugurate a new phase for our Company. This new phase requires a new persona; one that is visible, one that leads the conversation, and one that drives interest in and demand for *empowered* data in these times of extraordinary cyber uncertainty. To that end, the shareholders voted to change the Company name to Sertainty.

## Why Sertainty?

### **Sertainty, with an "S."**

The purpose for truncating our name is two-fold. First, to remove obstacles to adoption. The original name, SertaintyONE, confused many. It was often mispronounced, misread as Serenity, and shortened to Sertinty. Second, to leverage the global *uncertainty* in this new frontier called cyber-space. The new

spelling allows for people to easily make the connection of who we are and what we stand for —  
Sertainty of Legitimacy, Sertainty of Privacy, Sertainty in what really are *uncertain* times.

We greatly value and appreciate our Shareholder base, and we want you to have the "First Look" at our repositioning efforts. Be on the lookout, in the coming months, for a First Look opportunity.

## FINAL THOUGHTS

I made a statement at our Annual Stakeholder Meeting that our technology is being talked about in conference rooms around the country. That statement has been verified several times over the past three months. With all the negative media attention surrounding data breaches, our Company and our breakthrough technology is being pushed to the forefront. To support this groundswell, we have begun a messaging and website redesign that will sharpen our tip of the spear towards Data Loss Prevention (DLP). Our technology is not limited to this category, nor do we intend to be pigeon holed in this market identifier. For example, our technology applies to an area of Critical Infrastructure that will prevent hacks that could destroy power grids, nuclear power plants, chemical plants, etc. Another example is *empowered* data acting as a sensor and collecting valuable information. The applications of our technology are endless, but we have to put a stake in the ground and have initially chosen DLP. We expect our new website to be completed by May 2018.

Lastly, as part of our new messaging strategy, we are continuing to develop our "Made in Tennessee" program led by Amir Sternhell, our Chief Strategy Officer. Our plan is to include universities, major corporations, and entities like Oak Ridge and TVA, to build a mutually supportive and collaborative network that uses their vast resources while we provide them access to our leading edge technology. Additionally, on May 9th and 10<sup>th</sup> the Millennium Alliance will be holding their semi-annual CISO event in Nashville, Tennessee at the Hutton Hotel. SertaintyONE is the Diamond Sponsor of this event and we intend to leverage this opportunity to showcase our new branding, as well as promote the "Made in Tennessee" concept.

Wrapping up, our Team strongly believes that 2018 is our breakout year!!! Keep us in your thoughts, and we wish all of you good health and prosperity.



Greg C. Taylor

President & CEO

Questions?

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