sertainty
data: empowered

Stakeholder News

October 30, 2018

CEO CONFIDENTIAL CORNER

All of you have heard or read stories of the millions of records of personal, sensitive information being stolen. It has become an intolerable problem for companies as well as the government. The sensitive information typically lies in, what the IT industry calls, "flat files." There are billions if not trillions of these files, many of which are dormant and unprotected when vital information is transferred. Sertainty's Data: *empowered* technology enables this type of business data, at any scale, to self-govern and self-protect while in flight, in use, or at rest. Sertainty's initial product for the market, the Workflow Tool (see company highlight 1), was developed as a solution to this universal, flat-file problem.

As of this letter, the Workflow Tool is installed and successfully operating as a beta version in a test environment at three companies, with several more to follow. The companies are DefendEdge, ShareSafe Solutions, and SkyTec Aerial Data Specialists.

1) DefendEdge is a Chicago-based managed security service provider (MSSP) that is also a cybersecurity solutions provider and systems integrator. They serve multiple industries including those challenged by regulatory and compliance requirements. As a first application, DefendEdge is focusing on utilizing the Sertainty technology for securing invoice delivery once the invoice is generated.

2) ShareSafe's Vortex Platform is a breakthrough technology that redefines multifactor authentication and single sign-on as well as electronic collaboration and learning management for healthcare. When it was introduced in September 2017, per Enterprise Security Magazine, "a phenomenal response was what ensued, and the company quickly grabbed the spotlight." To view the cover story on this disruptive technology, click here. ShareSafe is interested in multiple Sertainty use cases, but they are starting with secure archiving, an internal process to protect and store virtual server images.

3) Skytec provides leading-edge Unmanned Aerial Vehicle (UAV – commonly known as a drone) mapping, inspection and data analysis services. Specializing in aerial data collection and geographic information system (GIS) integration, SkyTec provides scalable turn-key data and technology solutions for a wide range of uses and applications. SkyTec is interested in using Sertainty in two areas: 1) secure archiving of customer data; 2) point-to-point secure transfer of data sets from the SkyTec workstation to the cloud for a customer view on a dashboard.

We will receive feedback from these customers and make whatever adjustments are beneficial to all future customers. We anticipate all three companies becoming revenue generators with many more to come. The Company is in a very positive space and positioned for growth.

Company Highlights

1
Sertainty Workflow Tool Development
We have successfully completed internal testing of the Sertainty Workflow Tool and have signed contracts with several beta partners to test, evaluate and provide feedback on the product. The Sertainty Workflow Tool is a lightweight, stand-alone application that facilitates the creation and utilization of Data: *empowered* and does NOT require integration with existing software applications. We completed three installations this month, as outlined in the CEO Confidential Corner, and expect a handful more in the coming weeks.

2
Right Technology at the Right Time
In late September, the Defense Information Security Agency (DISA) invited us to present our technology to government officials in the DoD and federal agencies in Washington, D.C. In addition to that workshop, we received tremendous feedback after meeting with the US Army. Scott Pranger, VP of Sales, believes we have the right technology to solve the right problems, at just the right time. Specifically, the US Army articulated their need to shift their focus towards data level security in a recent interview with MIT – click here to view. We have follow-up meetings scheduled with the US Army, the CIO of Homeland Security, and several Defense Contractors.

3
Mirada Media
The partnership between grammy-nominated, music industry veteran Russ Zavitson and Sertainty officially closed in early September and our Mirada Media team, led by Denise Zavitson as President, former Founder of Music Pub Works (MPW), hit the ground running. The MPW Software-as-a-Service application, acquired by Mirada Media, is an innovative platform allowing industry participants to exchange digital assets such as songs and catalogues as well as aggregate and process data related to those digital assets for purposes such as royalty administration. With a vision for extending the platform's capabilities to meet the rapidly evolving media and entertainment market, Mirada will be focusing on additional strategic feature builds aimed at providing improved data analytics and empowered digital media solutions utilizing integrated Sertainty technology.

4
Amir's Podcast
We have had tremendous opportunities to showcase our technology through the Millennium Alliance, an invitation-only organization for Senior-level Executives and Business Transformers. We believe our association with the Alliance will help us drive cyber security discussions towards a data-centric focus. Since our latest keynote panel appearance, Amir Sternhell was asked by the Alliance to answer a few questions on video for distribution to their member base. In the video, Amir makes a compelling case for our data-centric approach. We encourage you to view it by clicking here.

5
Sertainty as a Distinguished Vendor
In September, our friend Dr. Edward Amoroso, CEO of TAG Cyber, recognized Sertainty as a Distinguished Vendor in the 2019 TAG Cyber Security Annual (the "Annual"). The Annual is designed to provide direct advisory guidance to the enterprise cyber security professional to help them deal more effectively with the technical challenges of our industry. These challenges include integrating cyber analytics across the kill chain, introducing automation to streamline security workflow and adopting cloud infrastructure for enterprise applications and systems. We are extremely excited to have been chosen as one of their distinguished vendors and expect it to greatly benefit our efforts towards generating awareness of the Company and its technology.

Sertainty Spotlight

Data Connectors: Fred Mindermann, Jason Becker and Rich Streeter will be presenting a workshop at the Nashville Data Connectors Cybersecurity Strategies Conference on November 15. They will be among top executives from Cigna, Nissan, HCA, Deloitte, etc.
→ learn more

Millennium Alliance: Amir Sternhell, Scott Pranger and Dan Fischer will be presenting a workshop to CISOs of leading companies such as HBO, Royal Caribbean, FBI, Zillow, Rite Aid, etc. at the Millennium Alliance Transformational CISO Assembly on November 14-15.
→ learn more

2018 Annual Stakeholder Meeting Date Change

The Annual Stakeholder Meeting will be held on **Friday, January 4, 2019** from **3-5pm**. All stakeholders and shareholders, voting and non-voting, are invited to attend. The meeting will be held at the **Janet Ayers Academic Center**, 1803 15th Ave S, Nashville, TN 37212 (corner of Wedgewood and 15th Avenue on the northern front of the Belmont campus).

RSVP

Questions?
Contact investor.relations@sertainty.com

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