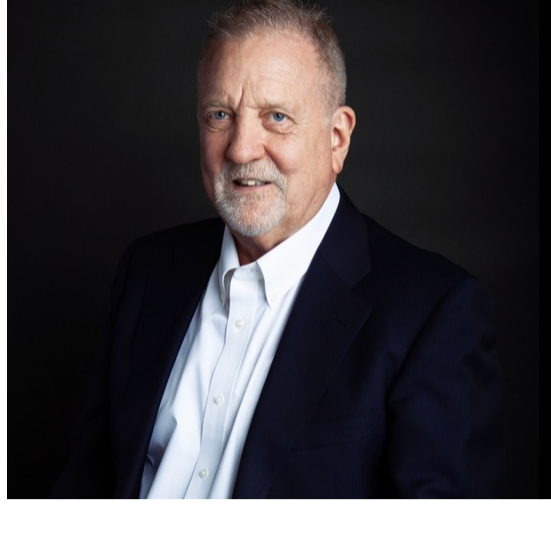


March 12, 2020

DEAR STAKEHOLDERS,

CEO Confidential Corner

First, I'd like to thank those of you who were able to attend the 2019 Annual Stakeholders' Meeting. Our intent was to present to you the current status and plans of the Company. For those unable to attend, we have provided a brief summary of the meeting below:



Greg Taylor welcomed the gathering and reflected on where Sertainty is in the technology adoption lifecycle. He emphasized that we are still in the visionary phase, seeking initial partners who are innovators and, in many cases, early stage companies themselves. As one example, Greg introduced WorldWide Tech Connections (WWTC). WWTC is a leader in real-time language translation, with the potential of becoming a substantial contributor to the Company's revenue stream as their market and company grow. For more details, please see this [video](#) and refer to the previous newsletter.

Greg then turned the meeting over to Scott Pranger, Sertainty VP of Sales and Business Development. One of the key themes Scott highlighted is that the industry is beginning to focus on data-centric technology and competitors are increasingly adopting the Company's data-centric security messaging. For more details on Scott's presentation, please refer to the 2019 Accomplishments, Key Market Trends and 2020 Market Focus sections below.

In Robin Bienfait's absence (Advising Chief Technology Officer for Sertainty), Greg Taylor discussed the Company's various technology achievements, including a release of the Data Protector 1.1, a 100% test results rating from Veracode, a successful developer's challenge in Atlanta, and the completion of all technical documentation.

Lastly, Greg introduced Eric Rickard, CEO of Sertainty Federal Systems (SFS). Eric spoke on the federal market opportunity, the sales process, and goals for the next three years. For a more thorough understanding, take a look at the SFS Opportunity and Final Thoughts sections below.

We hope this summary has provided you a glimpse into the major events happening in the Company and hope to see all of you at the next Stakeholders' meeting. Please stay up-to-date on the Company's progress with our e-newsletters and follow us on our [website](#) and social media pages.



2019 Sales Accomplishments

- ◆ Sertainty has successfully seeded the market with development and evaluation licenses for the SDK 3.0 and Data Protector 1.1.
- ◆ We have gotten the attention of \$6B global systems integrator, Tech Mahindra
- ◆ The Company is working directly with a \$12B company, FIS Global (a direct customer of TI and indirect customer of Sertainty), towards expanding our technology footprint within their systems
- ◆ iSenpai training is taking place, as anticipated in the previous newsletter, and we are working towards identifying a project, use case, and customer

Key Market Trends

- ◆ The industry is beginning to focus on data-centric technology and competitors are increasingly adopting the Company's data-centric security messaging (i.e., Ionic Security, Vera, Micro Focus, Voltage, Saf.ai)
- ◆ Data responsibility is increasingly shifting to organizations that collect, handle, and store data, driven partly by regulations such as GDPR, CCPA, HIPPA, & PCI
- ◆ Customers are primarily looking for plug-n-play solutions that do not involve custom programming
- ◆ Urgencies of cloud migration have resulted in enterprises compromising on security issues, forcing them to rely on systems that were not designed to protect against today's threats

2020 Market Focus

- ◆ The Company will focus on industry verticals with common needs and values relating to persistent, unstructured data of high value
 - Financial/Healthcare/Legal/Insurance;
 - Communications/Media/Entertainment; and
 - Federal/DOD/Critical Infrastructure
- ◆ We will continue to target early adopters and visionaries, who are most likely to utilize our early-stage technology – they often provide an indirect pathway to the larger profile companies.
- ◆ Sertainty plans on leveraging packaged solutions from Transformations, Inc (aka TI) in the form of uProtect, uSecure & Smart Delivery
- ◆ Our solutions will support the growth in mobile devices and applications and take advantage of the problems relating to the shift from on-premise IT equipment, applications, and storage to the Cloud
- ◆ We will continue long-term business development with larger strategic partners

Engineering Achievements

Significant technology achievements were realized by the Sertainty Engineering Group in 2019. Major improvements were made to the SDK, dramatically improving its ease of use. In addition, building-out a mobile platform to allow for the use of mobile devices further increased its marketability. Also, significant work was done on the Workflow Data Protector. In its current early stage of development, it has provided prospective customers the opportunity to evaluate our technology, hopefully enticing them to adopt the SDK and future versions of the Data Protector. The present version 1.1 enables sys-admins and systems integrators to deploy, assign, monitor, and enforce encryption and governance policies – at the data layer. The upcoming March release of version 2.0, will provide much greater manageability and scalability, enabling it to serve a broad market. As indicated in the Sales Accomplishments section, the completed product work is producing the intended effect.

The Engineering group is also actively coordinating two developer Challenges for 2020, a Cyber Med-Tech event in April and a Cyber FinTech event in September, both to be held in Atlanta. As a last note, a penetration test was conducted on Sertainty's technology in August by Veracode, a highly respected testing organization. The test was passed with a 100% rating, which by Veracode's own admission, is a rarity



Sertainty Federal Systems



The 2020 Sertainty Federal Systems market includes the entirety of the US Federal, State and Local governments and supporting contractors. This market represents \$1.2B of annual addressable market. Government markets have predictably long sales cycles,

typically three years. As we now enter our second year of focused sales and marketing efforts, we are focused on 1) educating legislators, government executives and military officers about the availability of Sertainty's revolutionary technology, 2) proving that Sertainty technology can largely defeat digital espionage, accidental data loss, extortion from disgruntled staff, data leaks, and industrial crimes, and 3) establishing fully capable sales channels through developing partnerships with government contractors, who have established contracts and government relationships. At the conclusion of 2020, we will have established four lofty goals:

1) Secure a \$20M allocation in the 2021 Federal budget; 2) Establish a \$10M pipeline of future R&D opportunities to fund Sertainty technology development; 3) Establish an \$80M pipeline of government data protection opportunities; and 4) Book \$22M in license and R&D sales to secure out-year revenues. Achieving any one of those goals, could launch Sertainty for years to come.

Final Thoughts from Eric

Sertainty is at the Right Place at the Right Time

Each day the US Government announces data loss through espionage or leaks and the arrest of spies and criminals who decide to trade greed for loyalty. As stockholders and patriots, we are all patiently waiting to be rewarded by the news of our technology's success and by the Company's achievements in the marketplace. Never forget that it took the Internet more than 20 years to become a household name. It took Facebook, Amazon, Netscape and Google over seven years each to reach internet Unicorn status and 15+ years to reach profitability. Our patience will be rewarded through focused and diligent effort. The Sertainty executive management team is relentlessly focused on market adoption, customer education, and revenue growth. The demand is there, the technology is right, and the sales teams are working on very large deals, any one of which would make 2020 the first of many bellwether years.



Questions?
Contact investor_relations@sertainty.com



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