



December 14, 2019

# DEAR STAKEHOLDERS,

## CEO Confidential Corner

As year is coming to a close, we are beginning to realize some of the fruits of our efforts from the last few years, with market forces not only validating our efforts but reinforcing them.



With help from our Beta Partners (mentioned in previous newsletters), we have received market feedback and developed a market viable product, namely the Data Protector (DP). The DP has served as an effective lead product to produce opportunities for the Sertainty Software Developer Kit (SDK). As such, the Company has had a number of evaluation and development agreements signed in the last few months, some of which we will highlight in the body of this letter. In addition, cybersecurity market forces have become focused on a data-centric theme, which is what Sertainty technology embodies in a very unique way.

One of the key elements to our overall strategy is to target the developer community. We recently hired David McCampbell, who has extensive experience as a senior executive in the software development arena, to lead those efforts. I invite you to read more about David and our recent Developer's Challenge in the highlight below.

Another one of our target markets is the Federal Government, including all of the three-letter agencies. To focus that effort, Sertainty has formed Sertainty Federal Systems, LLC, (SFS), a wholly owned subsidiary of Sertainty Corporation. Eric Rickard, a former senior Booz Allen executive with a lifetime of experience in the DoD and three-letter agencies, has joined Sertainty Federal Systems as our President and CEO. SFS has many initiatives in progress, and we will report on them as they develop. Eric rounds out our Federal team in D.C., and we all have high expectations.

Momentum is building. All of the core people that have been a part of the Company from early on are still with us and committed to the success of the Company. In addition, highly respected industry leaders, that have provided credentials and experience critical to our recent successes, have joined our ranks. All are looking forward to what can be accomplished this next year and to bringing profitability to the Company.

Sertainty leadership looks forward to seeing each of you at the stakeholder meeting, which is scheduled for January 3, 2020.

## Company Highlights

### 1 Welcome Eric Rickard

We are proud to welcome Eric Rickard to Sertainty and honored to have him serve the role as CEO and President of Sertainty Federal Systems. Since 2008, Eric has served as Vice President of Strategic Cyber Innovations at Booz Allen Hamilton, focusing primarily on resiliency of cyber-physical systems and Internet-scale cyber simulation. Having served two US Government appointments at the National Security Agency and the Office of the Director of National Intelligence, he is a veteran Defense and Federal systems executive with an enormous wealth of military and intelligence expertise. You can view the full press release announcing his acceptance [here](#), and his full bio [here](#).

### 2 Welcome David McCampbell

In an effort to focus our attention on the developer community, Sertainty hired David McCampbell to fill the new position heading-up Customer Support and Developer Relations. McCampbell brings to Sertainty more than 30 years of experience as a senior global leader in software development, infrastructure, security, support and operations. He has been in leadership roles such as CTO, CIO, General Manager, Vice President and Director in publicly traded and private equity-backed companies.

In this role, David's primary responsibility is to accelerate the adoption of the Sertainty SDK within the developer community. To view the full announcement, which emphasizes the importance of this position and current tactics towards building a developer community, [click here](#).

### 3 Scatter

Market Research has shown that many small and medium-sized businesses (SMB) back up their data, or have it backed up, to the cloud or to on-premise managed storage. Likewise, SMBs are targets for ransomware or data theft due to their lack of highly secure environments, their relative lack of digital/cyber sophistication and the likelihood that their executives and administrators (usually non-technical people) will make errors. Towards that end, IT Services/Security partners are looking for a security solution to offer their SMB customers an ability to protect against data theft.

To meet this market need, Sertainty is developing a solution that protects a company's unstructured data and "scatters" it in the cloud, such that it is hidden and undiscoverable, preventing it from being stolen, ransomed, or compromised. With Scatter, a company or organization has the means to reconstitute this data, cleanse it for use and continue business virtually uninterrupted.

### 4 WorldWide Tech Connections (WWTC)

[WorldWide Tech Connections \(WWTC\)](#) is a premier integrator of communications and multilingual technologies. WWTC integrates customized multilingual translation & linguistic speech technologies, translation software, and artificial intelligence to produce groundbreaking solutions for conferences, classrooms, hospitals, government, law enforcement and other applications requiring versatile language communication. Language Services include Speech-to-Text transcribing, Text-to-Text translation and Text-to-Speech synthesis for 78+ languages and dialects, allowing complete end-to-end translation and interpretation services for all needs.

Having successfully completed a Proof of Concept (POC) with the Sertainty Data Protector, WWTC is now beginning the process to utilize Sertainty Technology to protect highly sensitive, personally identifiable information. Development is underway.

### 5 iSenpai

Founded in 2012, [iSenpai](#) is a Cybersecurity and Systems Engineering company dedicated to protecting both commercial and U.S. government networks and infrastructure from today's sophisticated cyber threats. iSenpai consultants throughout the cybersecurity community are recognized for their leadership, professionalism, and high-quality analysis and reporting.

iSenpai will be an excellent technology partner for Sertainty, serving two very important needs. Ultimately, our goal is for their organization to be a reseller of our technology. Their role as a systems integrator will also further our efforts within the federal government. As of today, iSenpai represents one of the growing number of companies that have signed a development license and our next steps with them is to get their team of engineers trained on the technology.



## Sertainty in the Spotlight

### Cyber Fintech Global Innovation Challenge

Sertainty recently partnered with Atlanta Tech Park and hosted the ATL CYBER-FIN 2019 Global Innovation Challenge on September 17-18. Six companies competed in the challenge to develop a prototype that represents the most innovative use of our technology for an opportunity to win \$10,000. Challenge participants included RotoMaire, CI2A, Modern Radio, Vallum Software, Nu go Tech and American Renaissance Technology (ART).

[RotoMaire](#), the first-place challenge winner, provides a customer recall platform for retailers and distributors that lets them communicate directly with their customers. By using proprietary, cloud-driven data solutions, automation, and actual human support, RotoMaire mitigates risk and protects consumers by alerting them of product recalls nearly instantaneously. As part of the challenge, RotoMaire utilized the Sertainty Data Protector and Developer's Kit to evaluate our technology within their platform in order to protect and audit sensitive data.

The Atlanta challenge successfully forwarded our goals of bringing an awareness of our technology to the developer community and to create prototypes with the potential of commercial viability.

To learn more about RotoMaire and the ATL Cyber-Fin 2019 Global Innovation Challenge, view the full press release by clicking [here](#).

## Product Highlight

### Mirada Launches their

### "One Sheet"

The "one sheet", referenced in our last newsletter, is a tool publishers and artists can use to promote their craft, pitch songs and book gigs. This is a new feature set that was added to the Mirada media platform and was officially launched this month. To further promote this product, Mirada has hired a team focused on creating and executing an in-bound marketing strategy, which includes weekly content posts containing targeted keywords and material that positions the company as an expert in the field. They will also be actively posting on social media pages such as LinkedIn, Facebook and Reddit. In addition to Search Engine Optimization (SEO) and social media tactics, Mirada will distribute weekly, targeted email campaigns via MailBakery to drive traffic back to their website.



This is a data-driven marketing strategy, where Mirada will create experiments, remove variables, measure performance and implement successes back into the baseline marketing program.

## Mark Your Calendars

We've scheduled the Annual Stakeholder Meeting for **Friday, January 3rd from 4-6pm.**

The meeting will take place at the Janet Ayers Academic Center of Belmont University,

the same venue that was used the previous year. All voting and non-voting

shareholders are in invited to attend.

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