

November 30, 2020

DEAR STAKEHOLDERS,

CEO Confidential Corner

As we head towards the end of the year there is much to be pleased about regarding the progress of the Company. We are about to participate in the commercial launch of a major new product, SmartDelivery, developed by our long-time strategic alliance partner, Transformations, Inc. We believe SmartDelivery will bring us closer to making the first installments towards our revenue goals. We are also moving forward in the relationship with our new strategic partner, Tech Mahindra, that represents our first multi-national corporate partner capable of moving our technology into a number of different markets and distribution channels, contributing to sales momentum over the longer-term. We also are officially starting a relationship with one of the largest cybersecurity companies in the world, McAfee, allowing us to piggyback on their technical resources and brand credibility. Please read details about each of these significant opportunities further on in the newsletter.

We are also at a momentous point in the Company's history as we move aggressively to affirm Sertainty as a world changing and ubiquitous cybersecurity technology. The Executive Team of the Company is fulfilling its commitment to expand public education, communications, and marketing efforts across multiple fronts. Consequently, I am delighted to announce the launch of this coordinated effort through partnerships with BlueText and American Defense International. Through their combined efforts we are about to become a global brand. You can read more about these companies below.

On the Federal front, the Board of Directors believes next year will provide our best opportunity to make an entry into the federal contracting arena through our subsidiary, Sertainty Federal Systems. The Board believes Sertainty will be best served by Eric Rickard devoting his full-time efforts to promoting Sertainty Federal to the Pentagon, Congress, and the defense and infrastructure industries. We believe that there is a significant opportunity for obtaining funding for pilot programs that would have a high probability of leading to long term contracts. Also, we have the chance to influence legislation to mandate the broad adoption of Self-Protecting-Data. As mentioned above, Sertainty has engaged the American Defense International team to work with us to accomplish these goals.

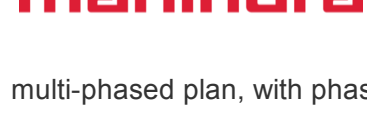
Eric will join our Advisory Board and continue to give us the benefit of his insight and knowledge as we continue to move Sertainty forward. Meanwhile, I have reassumed the position of President for Sertainty.

Many more developments are occurring than we have space to talk about, some related to opportunities previously mentioned and some yet to be revealed. As key milestones are reached, I will report on those to you. In the meantime, I would just like to say that I have never been more confident about the ability of the Company to achieve its vision in the marketplace. The successes you are reading about in this current issue of the Stakeholder Newsletter are merely a sample of what is to come.

Finally, due to the Covid-19 pandemic, management is still debating options on how and when to hold the Annual Stakeholder Meeting. We will provide details when a decision is reached.

Smart Delivery in Beta

Transformations, Inc. (TI) has achieved a major milestone with the beta launch of its new SmartDelivery solution. It is a mobile app that provides a first to the market communications system that can email documents containing Personally Identifying Information (PII) and Sensitive Personal Information (SPI) in a regulatory compliant manner. It is our UXP technology that satisfies these regulatory requirements by providing proof of exclusive access by the intended recipient and a built-in, real-time, irrefutable and comprehensive audit trail. The technology has potentially broad application in the marketplace both in a mass-mail type scenario as well as with individual mailings. The first company to beta test the application is a multibillion-dollar revenue company in Chicago, that with commercial adoption by its first two customers serving as beta sites, could alone result in hundreds of thousands of dollars in annualized revenue to Sertainty. Because of the technology's broad applicability in the marketplace, Sertainty is entering into an agreement with TI to cross-sell the product in order to reach more markets. While it is impossible to know exactly when commercial adoption will occur, this opportunity can be classified as near-term and appears to be on track to become the Company's next revenue generator.



Training Tech Mahindra

Pursuant to our Integration, Evaluation, and Testing License Agreement, and with guidance from the Tech Mahindra (TM) technical team, Sertainty is building a robust Technology Education Program. The program is a multi-phased plan, with phase 1 "Train-the-Trainer" in process.

The team has just completed the fourth session of training, wherein Milind Nirdgudkar, Enterprise Architect and Global Head of Cybersecurity Solutions of Tech Mahindra, directed TM architects to take initiative and come to the working session with suggested use cases for Intelligent Data technology. This proactive approach provided an interactive training session enabling our engineering and business development teams to drive the competence within TM and focus on assimilation of our technology into various sectors such as Telecom, Cloud, Healthcare, Finance, and Media. We will be closely following the developments of this initiative in future issues.

Acceptance in McAfee SIA



Delivering on our previously stated goal of finding a commercially available console (user interface) with a multi-million user install base into which to integrate our Data Protector product, Sertainty has gained admission into the **McAfee Security Innovation Alliance (SIA)**. The SIA program grants access to their e-Policy Orchestrator (ePO) platform for development purposes. ePO is a desktop software management tool (console) into which companies can integrate a product of their own for ease of installation and scaling by customers. This first step initiates the development process, but before the application or solution is approved for sale through ePO, it must go through an integration process that has potential technical hurdles and a rigorous functional testing protocol performed by McAfee. Upon approval, Sertainty would become a McAfee SIA Partner, meaning the Data Protector application would be available to all McAfee customers that have installed their ePO console. Both McAfee and Sertainty could promote and sell the product with the obvious advantage that it would be sold as part of a security platform offered by one of the top cyber security companies in the world, bringing McAfee's tremendous credibility and huge installed customer base to the equation. Additionally, leveraging the McAfee console will allow Sertainty to bring a console to the market much faster and at a lower total cost than developing it from scratch.

Introducing...

Over the last quarter, our Marketing team conducted two source selection rounds and an orals down-select to determine a digital media and marketing partner for rebuilding Sertainty.com. **BlueText**, a Washington, DC based, full-service, integrated communications services provider, prevailed against two key criteria: i) cybersecurity product marketing familiarity and ii) demonstrated breadth of web communications and branding. While they excelled in those categories, they won our business through demonstrated excellence in two bonus areas: i) effective employment of animated visuals to highlight their clients' value and ii) a proven track record of driving investors and M&A outcomes through targeted messaging.



In addition to rebuilding our website, BlueText will expand our brand recognition and drive public awareness. Currently, BlueText services several globally recognized cybersecurity and technology brands. They include Sonicwall, ManTech, Endgame, FireEye, Intel, Symantec, CyberArk, Google, Adobe, etc. In numerous instances their communications objectives were to attract institutional investors or drive an M&A exit for their clients. **[This .pdf](#)** provides some actual 24-month M&A outcomes.



American Defense International (ADI)

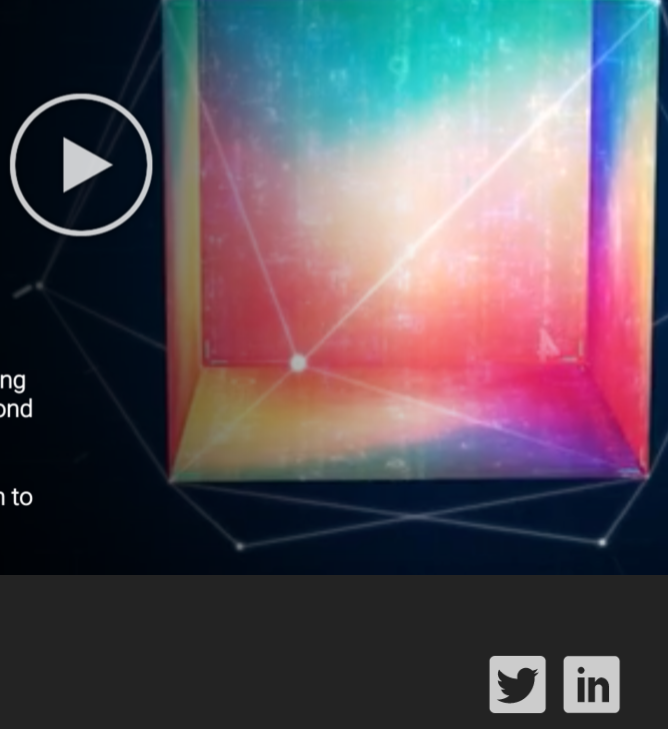
ADI is a Washington, DC based provider of a comprehensive array of services, including government relations, program development and execution, business development, and strategic consulting. To achieve the Company's global ambition, we are working with ADI to educate Congressional, industry, and government leaders about the beneficial impact Self-Protecting-Data can have on our nation.

With their assistance we have launched a campaign to communicate our approach to returning privacy to our citizens, prosperity to our industries, and security to our nation's data. Ultimately, our goal is to drive regulations and industry standards to demand Self-Protecting-Data technology in every device, digital service, and file, while ensuring regulations and standards do not block Self-Protecting-Data technology.

ADI was selected because their experienced team includes former senior government officials, military officers, and congressional aides who collaborate with a single goal — to provide outcomes that add to the success of their clients. Whether it's crafting a government affairs strategy, getting a message out to key decision makers and opinion leaders, or marketing a product or service to the federal government, ADI offers unmatched knowledge, expertise, and quality service. Their clients include SpaceX, AWS, Raytheon, L3 Harris Communications and numerous other national defense industry partners.

EDUCATE & INSPIRE

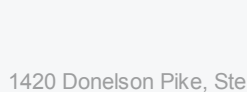
Sertainty recently partnered with an award-winning video production company to produce a :90 second animated video to educate and inspire industry innovators and leaders to learn more about Self-Protecting-Data technology. Click the play button to view the introductory video.



Questions?
Contact investor_relations@sertainty.com



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