

STAKEHOLDER MEETING SUMMARY

December 12, 2017

CEO CONFIDENTIAL CORNER

First and foremost, a “thank-you” to those of you who were able to attend the 2017 Annual Stakeholder Meeting. For those unable to attend, we have provided a brief summary of the meeting below.

I hope you are happy to see that we are now communicating regularly with all of you. In addition to our quarterly e-newsletters, we have asked Joe Woods to join the Company part-time to help manage the stakeholder base. So, if you have any questions regarding the Company, please contact Joe. His direct line is 615-846-5516.



So, what did we want you to take away from the meeting? First, we want you to be proud of your Company, its people, technology and accomplishments. Second, we want you to become properly educated with the appropriate expectations of the Company’s near term operations and development. Third, we want you to have confidence in knowing we are building a very valuable company that has technology with global implications.

Dr. Edward Amoroso, CEO and Founder of Tag Cyber, kicked the meeting off sharing his thoughts and perspective of our technology in the brief video below. If you haven't looked Ed up on Google, please do! Ed's belief in and endorsement of our SertintyONE technology has unlimited positive global ramifications.

Our Executive Vice President Dan Fischer gave an excellent presentation of our Company valuation roadmap which brought focus to our corporate journey and gave the attendees a much better understanding of our progress and projected future.

Our Chief Strategy Officer Amir Sternhell presented significant aspects of our Company strategy which covered several industry sectors as well as academia. For those of you who don't know Amir, he is a dual Israeli/American citizen, highly educated and speaks multiple languages.

Our Chief Technology Officer Greg Smith did a great job explaining and presenting the Company's technology roadmap, which included the near term future rollout of new Company owned products that we believe are going to be significant revenue producers.

Jason Becker, our Product Manager, explained and presented our Project *SmartSong* product which brought significant, positive comments and participation from the audience.

You cannot place a value on the caliber of teammates who have been drawn to our Company and they continue to come!!!

I hope to see all of you at the next Shareholder meeting. Please stay up to date on the Company's progress with our quarterly e-newsletter published by our Corporate Communications Manager, Rivers Nesler, and follow our [website](#). Things are moving and changing fast. Remember if you need something from the Company start with Joe first. If Joe can't handle it, he will direct your request or need to the appropriate person within the Company.

DR. EDWARD AMOROSO

GENERAL THOUGHTS AND PERSPECTIVE OF SERTINTYONE TECHNOLOGY



PANEL DISCUSSION

GREG TAYLOR (CEO), DAN FISCHER (EVP)

AMIR STERNHELL (CSO) and GREG SMITH (CTO)

1

VISION

Our Vision is for *SmartData* technology to be a global standard. As such, *SmartData* will enable SertintyONE customers to seek and enjoy new businesses and new business

models. *SmartData* as a standard will lead to preserved reputations and ultimately, saving lives.

2

MISSION, MILESTONES AND PATENTS

Our mission is to drive the Company's valuation. We're focused on three critical objectives: 1) attain an industry norm debt-to-equity ratio to improve customer and investor perception of our Company's strength and sustainability; 2) attract significant strategic capital to fuel accelerated revenue growth; and 3) build awareness of market acceptance through a refined message and positioning strategy, highlighting enterprise scale run-time and patented intellectual property.

3

TECHNOLOGY ROADMAP

Our core technology is a Software Development Kit (SDK). However, we have taken certain components of the SDK and bundled them into products/applications (CloudForge and FileForge) for easier adoption. CloudForge and FileForge are ready for testing with commercialization planned for 1st QTR 2018. In parallel, we've implemented CloudForge in Music Pub Works' cloud-based digital asset management platform (profiled below). We expect they and us to generate revenue via this product next year. Separately, we are working on an anti-ransomware recovery solution and an Industrial Internet of things (IIoT) solution. Both of which are potential patentable properties.



PROFILES

PROJECT SMARTSONG

Problem Space

Over the past decade, the music creation process (along with all creative processes) have been propelled into a digital creation and delivery world from the traditional tangible product (vinyl, tapes, compact discs) and from brick and mortar Point of Sale (POS) to online distribution via sales (waning) and streaming (growing). What was once a revenue stream of dollars per transaction in physical sales, has been distilled down to micro pennies for, at times, millions and even billions of digital transactions. The tools to accommodate and manage this new digital work environment have left even the largest and most advanced content creators and administrators without an adequate solution to manage the content creation, distribution, protection and royalty

streams properly and accurately.

In a typical scenario, the content creators (writers/publishers) license their compositions to labels/artists to create a master recording which is then licensed to the Digital Service Provider for delivery (streaming or download) to the consumer. However, while the system has evolved to accommodate digital delivery, the monitoring and payment systems and reporting processes are stuck in the mid-1900's. Tracking exists in a linear fashion across myriad third-party distributors, aggregators and collection agencies while the critical ownership, content and use data sits outside of the asset (the "asset is the actual "license" to use such content) and is isolated from the process. Once digital media/content has been released for distribution and consumption, the licensor can only sit back and wait; trusting the system to accurately compensate them for their work in a timely manner. Payment to creators is slow at best, and never in many cases.

Music Pub Works (MPW)

The MPW technology is a "SalesForce.com" like offering in that it is a cloud based, software as a service technology which makes it easy and cost effective to manage digital content AND related licenses. MPW occupies a unique position in the marketplace; serving a need that provides content creators the ability to manage the extremely difficult task of rights management and royalties' administration.

While the current solution is operating well as an application to provide rights management and royalties administration tools for content creators, there is significant enhanced value through the integration of the existing MPW application with SertintyONE *SmartData* technology.

By integrating *SmartData* functionality into the MPW applications we can create a robust, automated, and potentially disruptive solution for an industry in chaos. We are confident we can solve most of the current music (and other media) industry rights management and royalties' distribution issues. By embedding each of the rights holders Protected Digital Identities as well as any and all related licenses, Ts&Cs and pricing fees into the master recording itself, we can irrefutably associate the license with the content/media. Once distributed to the Digital Service Provider, there will exist a-never-before-possible:

- permission-based level of transparency of the entire process to all rightful parties;
- an immutable validation of plays and potentially;
- real-time automation of accounting, and distribution of royalties.

Questions?

investor.relations@sertintyone.com



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