

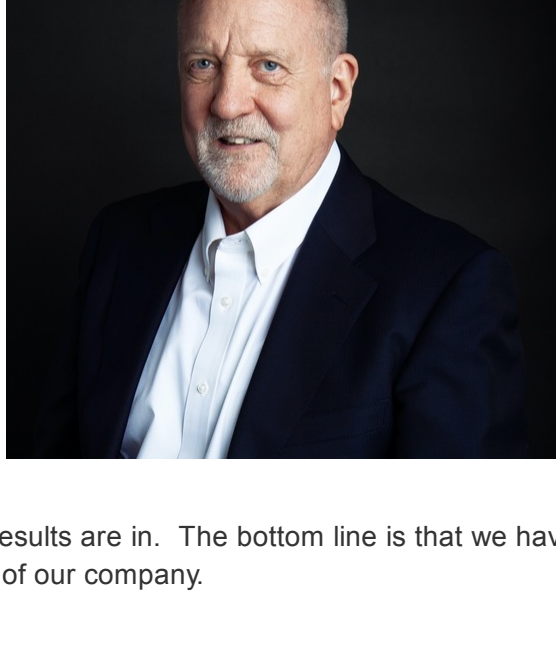
DEAR STAKEHOLDERS,

Aug 19, 2020

CEO Confidential Corner

In our last quarterly newsletter, I likened our focus at the time to that of readying for a race to compete successfully on the higher-level playing field where we now find ourselves. To compete on that level, our Corporate goals for 2020 were stated as follows:

- Apply all necessary resources to meet our FY 20/21 revenue targets;
- Establish the sales momentum needed to efficiently produce strategic growth and secure outside capital investment; and
- Clearly and consistently communicate the Company's priorities to ensure resources are efficiently deployed.



Well, the race has started, and some of the early results are in. The bottom line is that we have news to report that is unprecedented in the history of our company.

Three Strategic Partners Signed

This last quarter we generated three new contract signings, all of which are with companies that could be classified as strategic alliance partners. More contract signings are expected in the next quarter. As an early stage vendor to these partners, the contracts represent solutions development that build a foundation for lower cost of future sales. There is still work that needs to be done such as training of customer personnel, build-out of additional technological capabilities and integration of our technology into customer applications. As a result, revenue will not be immediate, but will build over time.

Early Stage Multi-National Engagement

While we are in discussions with several multi-national companies, our first major opportunity lies with Tech Mahindra, which is featured in the "Customer Spotlight," below. Tech Mahindra has invested in us by providing instructional designers to help us build a world class technology training curriculum. Soon they will receive our software training to formally launch our relationship. Rajiv Singh, their SVP of Global Cyber Security, is championing our Self-Protecting-Data message throughout the company and with their customers. He describes us as "our Partner at the data-layer", and he authorized us to use their logo in our communications.

Launching Technology that Scales

The Sales Team has consistently told us that customers need our technology to support larger numbers of users and groups. In response we built Delegate Services, which creates a more effective way to manage larger numbers of identities in a UXP file, and even changes access controls after a UXP has already been created. Mirada Media is currently integrating Delegate Services into its production platform.

The Sales Team also told us that customers need an easy to install, easy to use management console capability that integrates with management consoles that they already have. Our Solutions Engineering team is investigating methods for integrating with existing commercially available consoles that have a multi-million user install base and market share.

This intensified focus on achieving the three aforementioned goals drives our efforts every day. One of my key roles is to support Eric Rickard's execution of his duties as President by consistently communicating our vision and strategy to the entire team.

Ladies and Gentlemen, our team has come a long way. Executive leadership roles, responsibilities, and authorities are now documented, enforced, and generating more efficient time management across the company. Investment and activity work plans are reviewed weekly and prioritized to meet customer expectations and support our investor outreach activities. The entire team is focused on achieving three key technology features: 1) Ease of installation, 2) Ease of operation, and 3) Invisibility of use to our customers, which ultimately positions us to reach exponential sales. In total, these changes effectively unify our efforts each day and keep our eye relentlessly on driving revenue growth.

Company Highlights

1

Sirius Computer Solutions Signs Reseller Agreement

Sertainty will begin training, coaching, and engaging with the Sirius sales team to drive market adoption and penetration, primarily in the Dallas-Ft. Worth and North Texas region. That region is responsible for generating about \$120mm of their \$3.7 billion in revenues across the United States and Canada. We are committed to supporting this channel partner agreement through our sales, marketing, and solutions team. As we gain momentum, we will expand across the company through our Customer Engagement team.

Sirius is a national integrator of technology-based business solutions including IT strategy, security, digital transformation, cloud, and managed services. Sirius is San Antonio-based with over 350 sales reps in North America and 400 partners and vendors.

2

Mirada Media Signs First Channel Partner

Mirada Media has implemented an OEM software licensing model that enables companies to integrate the capabilities of the Mirada Media platform and UXP technology into their own applications. This model provides the easiest and fastest way for a company to adopt the Mirada Media technology. It also serves as the most efficient manner in which to accelerate sales growth.

MYOU is the first example of this type of channel partner. It is a fan-focused performing artist management platform of Premier Element Group, an Atlanta-based company with over a decade of experience in the music industry. Premier Element Group allies locally and nationally with great artists to build their fan base, brand and revenue. Their business is managing Artist Development and providing Entertainment Consulting services.

We expect other companies to want to utilize Mirada Media's core functionalities such as catalog management, analytics, and royalty calculation, with the added advantage of Certainty technology securing their digital assets. Moreover, we are already in negotiations with a significant company in the Media & Entertainment space.

3

Sertainty Engages the Healthcare Industry

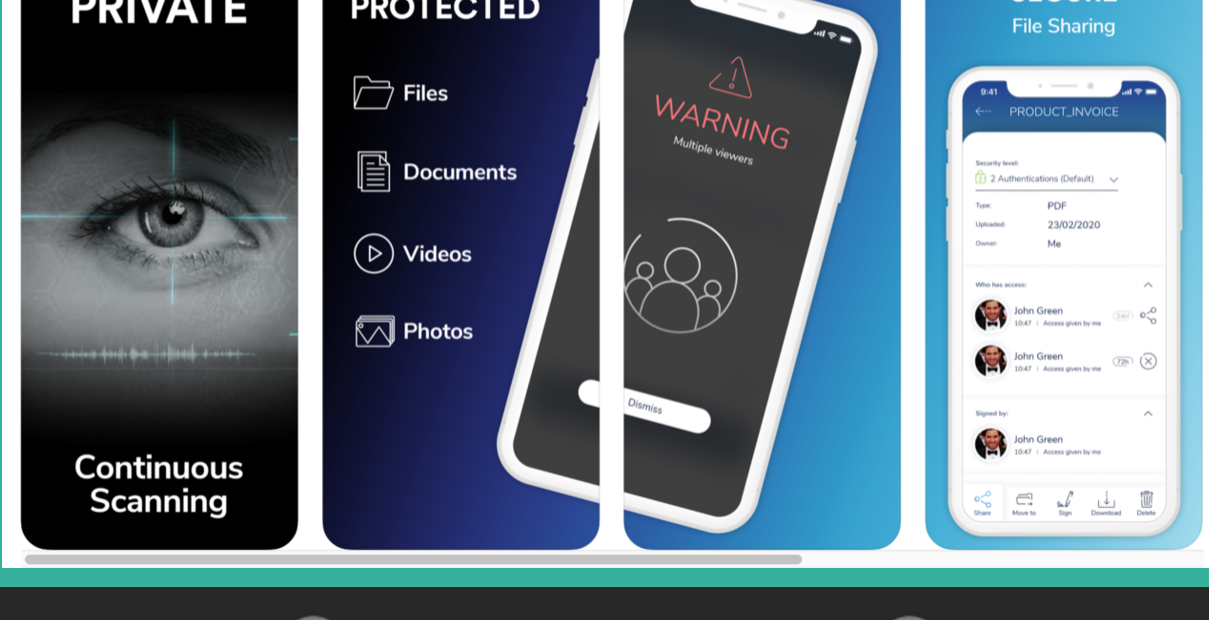
Penetrating heavily regulated industries like healthcare is an essential element of becoming a world changing data protection technology. Consequently, on August 6 Certainty was a proud sponsor of the [Data Security Innovation Challenge](#) where tech innovators employed Certainty technology in a healthcare application and pitched their concepts to leaders in the healthcare industry. Eight companies committed to the challenge. The Challenger with the most innovative use of our technology will receive \$10,000. The winner will be announced soon. Be on the lookout for the press release and follow us on LinkedIn for event-related updates!

4

SmartEye is Now on the App Store

SmartEye now has an app available in the [Apple App Store](#). This release is for iOS devices (iPhones and iPads). Within the next few weeks the Android version should be released on Google Play. This initial roll-out is a beta release and is free for consumers. This is to facilitate setting up trials with companies as well as getting the app out there and known.

Everyone with iOS devices please download and connect with each other and send any feedback to investor.relations@sertainty.com.



Customer Spotlight

Tech Mahindra License Agreement

Sertainty is very excited to announce a major license agreement with Tech Mahindra. This "Integration, Evaluation, and Testing License Agreement" with Tech Mahindra is merely the first step towards establishing this partnership. But, upon the successful completion of training, delivery, and testing, the team believes this is the beginning of a major strategic opportunity.

Currently, the Company is actively working on a multi-phased Technology Education Program for Tech Mahindra, with Phase 1 in progress. An important, early step in Phase 1, *Train the Trainer*, is a collaborative working session with the Tech Mahindra technical team to help us develop a robust and successful instruction program. We anticipate this workshop will happen in the next few weeks.

Tech Mahindra is a multinational technology subsidiary of the Mahindra Group, providing innovative and customer-centric information technology services and business process outsourcing to companies in various vertical and horizontal markets. They are a USD 4.9 billion-dollar company with 131,500+ professionals across 90 countries, helping 946 global customers including Fortune 500 companies. Tech Mahindra has also been named as the highest ranked Non-U.S. company in the Forbes Global Digital 100 list (2018) and in the Forbes Fab 50 companies in Asia (2018).

Sertainty in the News

In the Buzz...

Over the last few months, the Company has garnered the attention of several industry related magazines. This helped to establish sales momentum and drive strategic capital. Most recently, Certainty was featured in [The CEO Views](#), [Silicon Mirror](#), and [Industry Wired](#). We expect another feature to be published in CISO Mag in September and we will share it with you once it is live. You can check out the ["News"](#) page of the Certainty site to see all of our latest articles.

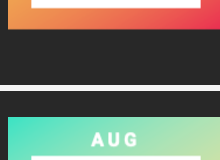
Webinar Schedule

Staying in Front of our Audience

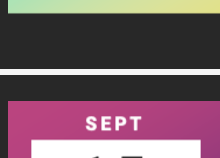
As you can imagine, the Sales Team's prospecting opportunities have been hindered due to Covid-19. In an effort to remain in front of our audience and top-of-mind, the team has put in place a 2020 webinar schedule. The schedule consists of a webinar every three weeks and involves three speakers on a particular topic. To view previous webinar recordings and what's to come see the schedule below:



Cyber Security Innovation at the Data Layer: Paul Innella of TDI, Rajiv Singh of Tech Mahindra, and Jeff Snyder of Certainty discussed how to enable data management at the data layer and mitigate exposures without reducing data usability. You can view the full webinar recording [here](#).



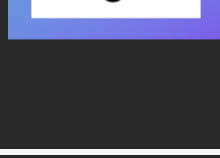
Transformation of Data Protection & Zero Trust: Ed Amoroso of Tag Cyber, Dan Solero of ATT, and Adrian Cunningham of Certainty discussed all things Zero Trust --- the challenges/advantages specifically around data-protection. You can view the full webinar recording [here](#).



How IoT Sensor Data Can be Secure and Auditable: Dr. Jody Ranck of RAM Global Technologies, Laron Walker and Champ Bailey of Modern Radio will join Certainty to showcase how healthtech can prevent the spread of Covid-19. Register [here](#).



Financial Services Facing Compliance in 2020: Chris Feeney of Bank Policy Institute, Scott Mathis of Royal Bank of Canada, and Kevin Beauregard of Certainty will discuss the Financial Services industry's current regulatory challenges and how technology solutions need to step up to meet demand.

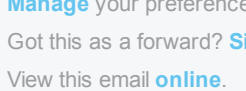


Fighting Financial Fraud and Crime in 2020: Milton Santiago of Silicon Valley Bank, Kay Nichols, former EVP of FIS Global, and Certainty EVP of Global Sales Scott Pranger will discuss what enterprise customers are most focused on with respect to supporting AP Automation and protecting the "Invoice to Pay" process in 2020.

Questions?
Contact investor.relations@sertainty.com



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