



Stakeholder News

August 1, 2018

CEO Confidential Corner

With two quarters of 2018 history, and a month into the third, I am happy to report that the Company continues to make significant progress. We are in the final stages of finishing all appropriate documentation to deliver the first Company direct offering, known as "Sertainty Workflow Utility," to the commercial marketplace. As previously stated there is a significant need that the Sertainty Workflow Utility addresses and market pressures are bringing plenty of opportunity to our door. I am very proud to share that the engineering team has completed a lot of hard work delivering this offering while simultaneously completing the QT conversion, a major accomplishment! Thank you to all for working nights, weekends and whatever it took to deliver within expected timeframes.



The Company has executed an agreement with a partner to take our technology into the healthcare industry. The Company anticipates within the next few days executing an agreement with another partner to use our technology integrated into licensed content within the entertainment industry. These are all major accomplishments delivered by the entire Sertainty team, leading to revenue and increased shareholder value.

In addition, I would like to introduce our two newest hires. Please join me in welcoming the first, Scott Pranger, Vice President of Sales. Scott is a senior executive with over 25 years of experience in enterprise software and information technology. He has achieved outstanding success in a variety of leading roles with early-stage technology companies as well as publicly traded companies. His professional accomplishments include personally generating over \$200 million in sales, leading an internet-based financial services company, as its Executive Vice President and Chief Operating Officer, to the top-end of INC. Magazine's list of fastest growing companies three years in row, developing the US business unit of a German software company and overseeing its IPO that resulted in an eventual market capitalization in excess of \$4 billion. He has also been successful in raising capital and in selling companies. In one venture he raised over \$40 million and in another he turned a \$500K investment into an \$80 million sale in four years.

Scott holds a bachelor's degree in Business and Marketing from Southern Illinois University. He has also completed the Wharton School Executive Development Program at the University of Pennsylvania and Sales and Management Training Program from the Owen Graduate School of Management at Vanderbilt University. We are thankful and proud to have Scott join our team!

Our second new hire is Fred Mindermann, Sr. Business Development Consultant. Fred has an extensive and proven success record within the national and international healthcare markets. He has held broad leadership positions as a CEO, COO, and Vice President for world class organizations such as The Cleveland Clinic Foundation, GE, Siemens, Lifewatch AG, Linde Gas and British Oxygen Corporation. Fred's achievements include managing complex multi-site operations across broad geographical arenas, overseeing the development of clinical operational excellence, and achieving superior financial results with the resources available, while effectively managing for profit and loss.

Fred holds an exemplary track record of guiding large teams of clinical staff members, engineers, information technology specialists, and regulatory experts in optimizing projects for effectiveness, efficiency, and safety in therapeutic care for various healthcare environments.

Fred holds international patents in cloud-based telemedicine solutions and is a member of the American Telemedicine Association as well as the American College of Healthcare Executives. He received an MBA from Cardinal Stritch University and a BSBA from Indiana Wesleyan University. Fred has also attended the NASDAQ IPO Boot Camp for CEO's and ISO Certification Management Training. We are thankful and proud to have Fred join our team!

These two world class additions to our great Company will be instrumental in guiding us into this next phase of growth.

One house keeping note, our new [website](#) is launched, however it is still a work in progress. Therefore, please be patient. We will have a Shareholder page that allows you to access previous newsletters and private shareholder communications.

Company Highlights



Sertainty Workflow Utility

Sertainty has prepackaged key components of its SDK to make it easy for companies to implement data: empowered technology. Earlier this month, the development team delivered the alpha version of the Sertainty Workflow Utility, formerly known as Project FileForge. We are currently conducting internal testing and have a handful of friendly partners to test, evaluate and provide feedback on the beta version.



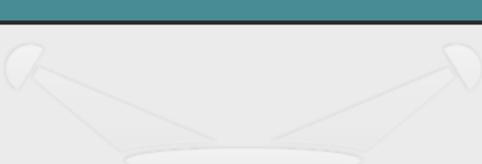
Contract with Multi-Factor Single Sign-on Platform Provider

We ratified our Joint Business and Technology Development Agreement with a young, fast growing cybersecurity company, whose current users of the platform are healthcare providers. The company was recently featured as the cover story in Enterprise Security Magazine, and this agreement commits them to the process of integrating our technology into their platform. Additionally, as a beta partner, this positions them to be another early adopter of the company's technology.



Contract with Global Telecom

We have completed negotiations with a global telecom company which finalized a Master Trial Agreement. This makes it possible for them to evaluate our beta stage technology in expectation of becoming another early adopter.



Millennium Alliance

Transformational CISO Assembly 2018

Sertainty sponsored the bi-annual Millennium Alliance Transformational CISO Assembly, this year, at the Hutton Hotel in Nashville on May 9-10.

As mentioned in the previous newsletter, this premier gathering of the industry's leading Chief Cybersecurity Officers (CISO's) addresses the most important IT Cybersecurity challenges for 2018, and is an on-going forum that identifies new opportunities and leads regarding IT Security Transformation. This Assembly provided an extraordinary opportunity for Sertainty to showcase its technology and channel the discussions, in various forums, regarding the efficacy of data-centric solutions and the possibility of making the end-point the new perimeter.

Our Diamond sponsorship entitled Greg Taylor to toast the Assembly and Amir Sternhell to participate in the keynote panel, moderated by Dr. Edward Amoroso, Former Chief Security Officer of AT&T. The panel included CISO's of Exelon, Jefferies, and Cummins, and helped establish our value with these enterprises. This led to ten, one-on-one meetings with leading companies like Cigna, Deutsche Bank, Exelon, Perkin Elmer, Tropicana, Jefferies, Apple Leisure and others. Not only have the meetings been invaluable, but so has the feedback, and it has led to several follow-ups.

Although the event was closed to the public, we were able to invite our strategic partners. Their first-hand experience and testimonials to our uniqueness generated buzz that Sertainty is a game-changer!



Sertainty Hospitality Hour

To complement our Millennium Alliance Diamond Sponsorship, we hosted a Hospitality Hour the day before, on Tuesday, May 8th. We invited 100 guests, roughly 70 were able to attend.

Dr. Edward Amoroso, CEO of Tag Cyber, provided the keynote and brilliantly captured the need for our technology. Please check out his keynote below.



2018 Annual Stakeholder Meeting

Mark your calendars! We've scheduled the Annual Stakeholder Meeting for Friday, December 7, from 3-5pm. This year, the meeting will take place at the Janet Ayers Academic Center of Belmont University. All voting and non-voting shareholders are invited to attend. Official notice is to be sent via direct mail come fall.

Questions?
Contact investor.relations@sertainty.com



Share this email:



[Manage](#) your preferences | [Opt out](#) using TrueRemove®
Got this as a forward? [Sign up](#) to receive our future emails.

View this email [online](#).

1420 Donelson Pike, Ste A-20
Nashville, TN | 37217 US

This email was sent to .
To continue receiving our emails, add us to your address book.

