sertainty
data: empowered

February 5, 2019

STAKEHOLDERS' MEETING SUMMARY

CEO Confidential Corner

First and foremost, I'd like to thank those of you who were able to attend the 2018 Annual Stakeholders' Meeting. Our intent for the meeting was to present *just the facts* regarding the current status and plans for the Company. For those unable to attend, we have provided a brief summary of the meeting below:

Greg Taylor welcomed the gathering and reflected on the changes over the past ten years. He recapped the progress the Company has made from the early days to attracting Transformations, Inc. (TI) as the first to implement our breakthrough technology. Three plus years of run time in TI's Uluru platform has been critical in demonstrating to the market that the technology is robust and scalable. He reminded the group of the impact that key new team members (such as Robin Bienfait and Scott Pranger) are making.

Before Greg introduced our Keynote Speaker, Jack Barsky, he concluded by reiterating the Company is at the right place, at the right time, with the right technology.

Jack Barsky, IT specialist and former sleeper agent of the KGB, delivered the Keynote Speech. You can view his bio here. Jack gave an interesting recount on his history as a KGB agent and echoed the need for a technology like ours to keep our country and its citizens safe.

Greg then turned the meeting over to Scott Pranger, VP of Sales. Scott addressed the go-to-market strategy, the technology adoption lifecycle and key goals for 2019. His presentation highlighted the trials and tribulations Steve Jobs and his teams faced in the early stages of Apple Computers, then Next, then Pixar and finally, at Apple, Inc. Scott also highlighted where Sertainty fits in the lifecycle of a successful company and the characteristics of our ideal customer target.

Lastly, Greg introduced Denise Zavitson, Mirada Media President. Denise explained that the business development strategy of Mirada Media, a cloud based intellectual property rights management platform, is to target the music industry first, then expand to serve other segments of the digital media and entertainment industry.

We hope this summary has provided you a glimpse into the major events happening in the Company and hope to see all of you at the next Stakeholders' meeting. Please stay up to date on the Company's progress with our quarterly e-newsletters and follow us on our website and social media pages.

Go-To-Market Strategy

Who are our Target Customers?

Today, Sertainty is focused on building a community of Visionaries, leaders that are committed to staying ahead of the herd. Visionaries are driven by competitive advantage, rely on their own judgment and will help pay for a new paradigm. Their key role is to fund the development of the early stages of the new market. Visionaries and Early Adopters recognize and expect to contract with companies offering unique, breakthrough technologies for *projects* that encompass both software and services, and realize they are not licensing commodity off-the-shelf software *products*.

4th Quarter Highlights

1. Beta Partners

All of our beta partners have provided positive and complimentary feedback relating to the Workflow Tool. We are adding minor requested features to accommodate the needs of ours partners and anticipate these partners transitioning into revenue generators in 2019.

2. New Shareholder Portal

We continue to add content to the website. We've also added a shareholder portal. If you haven't yet, please check it out. In order to view the recently published news, login to this page using this passcode **DT2%*u8U**

3. New Hires

We've added two new employees to our Sales Team, Jeremy Southers and Dewayne Addington. Both have extraordinary experience in software sales, and their addition helps round out the team. We now have a dedicated sales person for each region of the country.

Mirada Media LLC

Digital Assets Management

Last September, Sertainty finalized an agreement with Denise and Russ Zavitson to launch a new company, Mirada Media, using their Music Pub Works (MPW) platform as a springboard. MPW is a cloud based, software-as-a-service technology, which makes it easy and cost effective to manage digital content and related licenses. Mirada Media occupies a unique position in the marketplace; serving a need that provides both the content creators and the publishers the ability to manage the extremely difficult tasks of rights' management and royalties' administration. Because of the platform's feature set, Mirada is capable of serving the much broader customer base of all digital content creators, such as TV, film, publishing, video games, etc. For 2019, the Mirada team is focused on targeting the music market, but expects to expand into other segments of digital media thereafter.

Industry Related News

Industry Thought Leaders

All breakthrough technologies face the same sales and marketing challenges: in our case, establish a market (a "demand") for a technology that satisfies an unmet need. We don't know if Grant Schneider is aware of us, but he's helping to identify the need and generate a demand for *data: empowered* solutions. His commentary is very similar to a recent video we shared of Thomas Sasala, CDO US Army (included below for your convenience).

GRANT SCHNEIDER, FEDERAL CISO

THOMAS SASALA, US ARMY CDO

"We have to move to where our data is far more aware and where our data is essentially helping to protect itself, so it knows where it is, who is trying to access it, and a lot of context around it so it can be protected..."

"Adversaries are not stealing our networks; they're stealing the data on the network, so if the data isn't protected at the data level instead of at the perimeter level...then we're not going to survive moving into the future."

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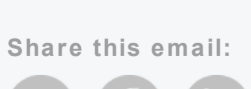
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