



First Look

March 5, 2018

As promised in our last newsletter, below is a preview for our stakeholder base to view the Sertainty brand.

Sertainty: What do we stand for?

In developing the meaning of our brand, we worked with archetypes to define how the brand should communicate and what it should evoke. We envision Sertainty as "The Wizard,"

possessing the unique ability to empower data, that before was defenseless and powerless, and make it a powerful extension of the enterprise. Sertainty is also "The Seeker," as our technology opens doors to an entirely new way to imagine data, having the opportunity to lead others to consider opportunities and horizons never before possible.

Our logo depicts the essence of *Empowered Data*. The large diamond represents the enterprise and all of its information protection manifestations. The color gradient, within the diamond, symbolizes the diversity and complexity that exists in integrating these enterprise solutions. The mini-diamond over the "i" represents how Sertainty gives organizations the ability to empower their data, and essentially release a part of their enterprise into the wild, while still maintaining control of their valuable information.



Sertainty Style Tile

The goal of the Style Tile is to communicate the meanings of the Sertainty brand. The tile contains some of the visual and emotional building blocks on which Sertainty communications will be built.



Protected Digital Identities.

Complex password management is not a sustainable protocol in the enterprise.

Empowered Data uses P2P profiles to distinguish users. Individuals create their own unique prompt/response associations based on personal facts or memories to device their P2P. Only Empowered Data file carries algorithms that randomly generate users' preset prompts to authenticate their request for access.

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Visionary
Non-Conformist
Leading
Versatile

Tech, Futuristic,
Prismatic, Contrasting,
Geometric



Example Headline

SUBHEADLINE

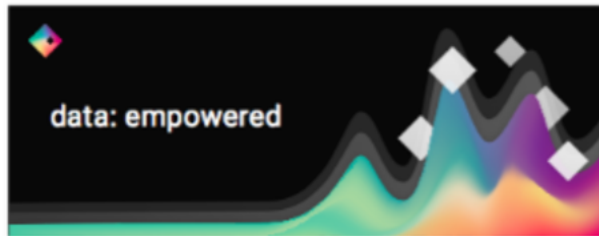
Example emphasis text used for calling attention to specific important sections of body copy.

Example Body text. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam. Architecto beatae vitae dicta sunt explicabo. Accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo.

INLINE LINK

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Sertainty Landing Page

Below is a private link for you to view the landing page. This will serve as a temporary site while we continue to build out the full website, which is expected to launch in May.

[Sertainty.com](https://sertainty.com)

What's Ahead

The Company will formally transition from stealth mode and emerge as Sertainty™ Corporation, as of March 12, 2018. [Amir Sternhell](#), Chief Strategy Officer of Sertainty, will present a Tech Talk titled, “Art and Invention in Controlled Data” at the [Nashville Technology Council](#) on Thursday, March 22nd, addressing *Empowered Data* and its role as an active participant in the enterprise.

The new name is effective March 12, 2018, and will be implemented across the company's products and services throughout the calendar year of 2018.

Questions?
Contact investor.relations@sertintyone.com



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