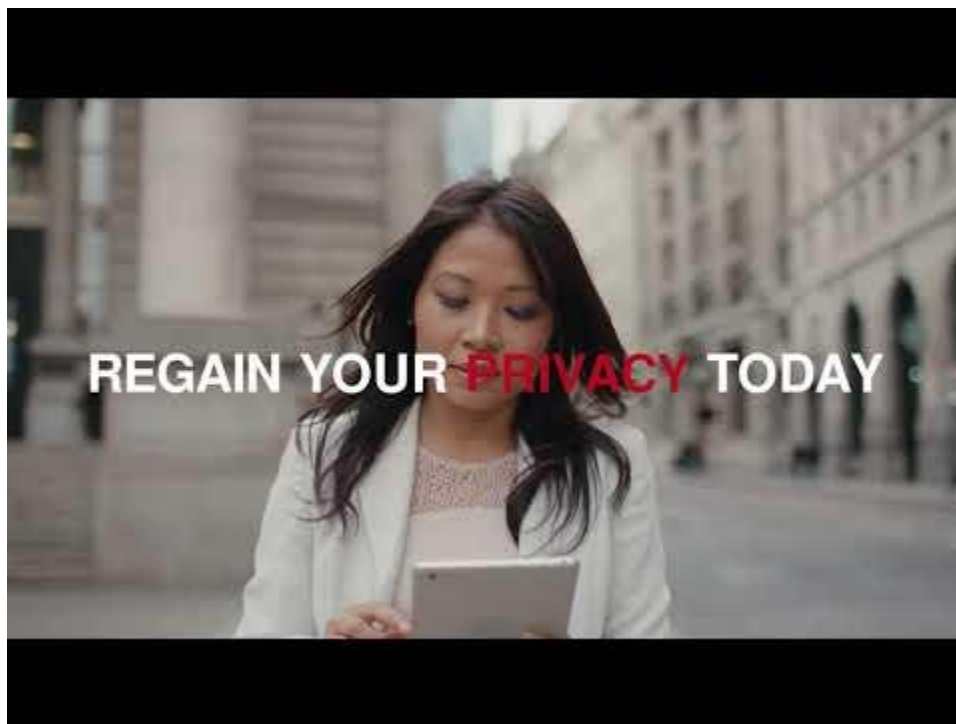


GlobeX Data Officially Launches “Sekur” in the USA with TV Commercial on NTD - Reaching Over 50 Million Households Nationwide

TORONTO, ON and NEW YORK, NY / ACCESSWIRE / July 15, 2021 / GlobeX Data Ltd. (OTCQB:SWISF) (CSE:SWIS) (FRA:GDT) ("GlobeX" or the "Company"), the leader in Swiss-hosted secure communications and secure data management, is pleased to announce that, as part of its US mass-marketing strategy to bring awareness to GlobeX Data's [Sekur](#) solution, it has launched, as of today July 15, 2021, its first 60-second TV commercial on NTD, which is to be played three times per day, seven days per week, and run for an entire 12-month period, reaching over 50 million households nationally in the United States. GlobeX Data had previously announced its plan to produce the TV commercial in a press release dated June 8, 2021.

The commercial describes [Sekur](#)'s attributes as the leading Swiss hosted Privacy and Security communications application, such as encrypted email and secure messaging, including [Sekur](#)'s unique proprietary feature called Chats-by-Invites, letting a Sekur user message a non-Sekur user, without the recipient having to download [Sekur](#) and without any external entity being able to read or data-mine the conversation.

The commercial can be seen here as well: [Sekur 60 seconds TV Commercial](#).



According to this [article on NTD](#), NTD began its TV broadcasts in the United States on Verizon/Frontier FiOS channel 158 in July 2020. In less than a year, NTD became a nationwide over-the-air (OTA) network, with cable distribution in New York, the District of Columbia, Philadelphia, Boston, Los Angeles, and Chicago. NTD is currently available nationwide in the United States and reaches over 50 million households through OTA TV stations and cable.

NTD currently broadcasts in the USA under these channels: <https://www.ntd.com/tv-providers.html>

NTD delivers independent news, current affairs, classical arts, and culture programs. It is a global, multilingual, U.S.-based television broadcaster founded in 2001.

Since July 2020, NTD has expanded from one main cable channel, to multiple cable and over-the-air ("OTA") channels in most major cities in the USA including New York, San Francisco, Los Angeles, Chicago, Washington DC, Houston, Atlanta, Seattle areas, Philadelphia and more.

NTD is available on all devices, and can be watched live online at any time: [NTD.com/live.html](https://www.ntd.com/live.html) . Currently, NTD is ranked No. 8 among the top 100 Youtubers News & Politics Channels by monthly views in the United States.

Alain Ghiai, CEO of GlobeX Data said: 'We are excited to have partnered with NTD on this project as we are embarking on a marketing program to bring true data privacy and security to all Americans, and as we are now officially launching [Sekur](#) in the United States. NTD is a fast-growing network and understands the value of Privacy we offer through our communications solutions. NTD's target audience is a perfect match for [Sekur](#) and we look forward to a long and fruitful mutually beneficial business relationship. NTD's audience will come to know the many critical features provided by Globex Data's [Sekur](#), such as, Swiss hosted data privacy and security, and the right for consumers and businesses not to have their data mined by third party service providers. As we are not connected, and never have been connected, to AWS, Microsoft Azure or Google Cloud platforms, commonly referred to as "Big Tech", we can offer a truly independent, private and secure means of communications through our proprietary technology and our secure servers based in Switzerland. We are looking forward to offer true data privacy and no data mining to all Americans and we are looking forward to tell our story through NTD's network."

[Sekur](#), which includes [SekurMessenger](#) as part of a bundle of email, messaging and file transfer into one application, includes the Company's latest SekurMail technology, which includes proprietary anti-phishing and privacy feature called SekurSend[®]. SekurSend[®] lets a user send an email to any other recipient, whether they have [Sekur](#) or not, in full privacy and security as the email never leaves [Sekur](#)'s encrypted email servers based in Switzerland. The recipient can then click on the notification and reply in the same manner using SekurReply[®], without the recipient having to register for a [Sekur](#) account. The sender can also decide to protect any email sent by adding a password to open it, a read-limit and a self-destruct timer as well. Sending an email with the SekurSend[®] feature allows the senders and recipients to add limitless size attachments to the emails without crowding the recipients' email box. This also eliminates BEC attacks for businesses and email phishing attacks. Additionally, SekurMail includes full control of email delivery, automatic data export for large Enterprises and an automatic Data Loss Prevention technology ("DLP") with real time continuous archiving.

Recent data breaches in messaging applications and in particular in the WhatsApp application have created a certain urgency for businesses and data privacy advocates to protect their communications from cyber-attacks and identity theft via mobile and desktop devices.

[SekurMessenger](#) eliminates many of the privacy and security risks by not only not requiring a phone number, which would divulge a user's phone device ID, but also by not social engineering a user's phone or computer contact list and infecting the contacts by default as well, eliminating a huge loophole in security and privacy. [SekurMessenger](#) issues each user a username and a SM number. The SM number is the contact ID a user would disclose in order for other SM users to be added. The service comes with a self-destruct timer and other features as well, including GlobeX's proprietary VirtualVaults and HeliX technologies with all data stored in Swiss hosted encrypted servers.

Additionally, [SekurMessenger](#) now comes with a proprietary feature and technology called Chat by Invites. This feature allows a [SekurMessenger](#) user ("SM user") invite a non-SM user, or a group of non-SM users, to chat in a fully private and secure way, without the recipient ever having to register to [SekurMessenger](#) or download the app. At the end of the chat, the initiator of the conversation can remotely terminate the conversation and all traces of the conversation are deleted from all users, including the recipient. This unique feature is now fully deployed and functional on all iOS and Android devices and web platforms. The target sectors are numerous, including but not limited to real estate, legal, financial, government, energy, mining, manufacturing, trade and medical sectors.

GlobeX's Data privacy solutions are all hosted in Switzerland, protecting users' data from any outside data intrusion requests. In Switzerland, the right to privacy is guaranteed in article 13 of the Swiss Federal Constitution. The Federal Act on Data Protection ("FADP") of 19 June 1992 (in force since 1993) has set up a strict protection of privacy by prohibiting virtually any processing of personal data which is not expressly authorized by the data subjects. The protection is subject to the authority of the Federal Data Protection and Information Commissioner.

Under Swiss federal law, it is a crime to publish information based on leaked "secret official discussions." In 2010 the Federal Supreme Court of Switzerland found that IP addresses are personal information and that under Swiss privacy laws they may not be used to track Internet usage without the knowledge of the individuals involved.

About GlobeX Data Ltd.

GlobeX Data Ltd. is a Cybersecurity and Internet privacy provider of Swiss hosted solutions for secure communications and secure data management. The Company distributes a suite of encrypted e-mails, secure messengers, secure communication tools, and secure cloud-based storage, disaster recovery, document management, . GlobeX Data Ltd. sells its products through its approved wholesalers and distributors, and telecommunications companies worldwide. GlobeX Data Ltd. serves consumers, businesses and governments worldwide.

On behalf of Management

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For more information on Sekur visit us at: <https://www.sekur.com>.

Forward Looking Information

This news release contains certain forward-looking information within the meaning of applicable Canadian securities laws ('forward-looking statements'). All statements other than statements of present or historical fact are forward-looking statements. Forward-looking statements are often, but not always, identified by the use of words such as 'anticipate', 'achieve', 'could', 'believe', 'plan', 'intend', 'objective', 'continuous', 'ongoing', 'estimate', 'outlook', 'expect', 'project' and similar words, including negatives thereof, suggesting future outcomes or that certain events or conditions 'may' or 'will' occur. These statements are only predictions. These statements reflect management's current estimates, beliefs, intentions and expectations; they are not guaranteeing future performance. GlobeX cautions that all forward-looking statements are inherently uncertain and that actual performance may be affected by a number of material factors, many of which are beyond GlobeX's control. Such factors include, among other things: risks and uncertainties relating to the future of the Company's business; the success of marketing and sales efforts of the Company; the projections prepared in house and projections delivered by channel partners; the Company's ability to complete the necessary software updates; increases in sales as a result of investments software development technology; consumer interest in the Products; future sales plans and strategies; reliance on large channel partners and expectations of renewals to ongoing agreements with these partners; anticipated events and trends; the economy and other future conditions; and other risks and uncertainties, including those described in GlobeX's prospectus dated May 8, 2019 filed with the Canadian Securities Administrators and available on www.sedar.com. Accordingly, actual and future events, conditions and results may differ materially from the estimates, beliefs, intentions and expectations expressed or implied in the forward-looking information. Except as required under applicable securities legislation, GlobeX undertakes no obligation to publicly update or revise forward-looking information.

SOURCE: GlobeX Data Ltd.

