

## **GlobeX Data Launches SEKUR Ads on NASDAQ Time Square Building Electronic Billboard in New York City**

**TORONTO, ON and NEW YORK, NY / September 29, 2021 /** GlobeX Data Ltd. (OTCQB:SWISF) (CSE:SWIS) ("GlobeX" or the "Company"), the leader in Swiss hosted secure communications and secure data management, is pleased to announce that, as part of its 2021 and 2022 marketing budget previously announced, it has committed and contracted for a period of two years minimum, in partnership with its media partners FMW Media, for an electronic billboard on the NASDAQ Building at 4 Time Square, and a fixed billboard on 50<sup>th</sup> street and Broadway in New York City. The NASDAQ 4 Time Square billboard ad lasts 15 seconds and is being displayed alternatively along with other advertisements 24 hrs a day 7 days a week.

The NASDAQ 4 Time Square electronic billboard Sekur advertising times are as follows:

15-seconds [SEKUR](#) commercials only running every 2.5 minutes weekdays, M-F 10 am EST to 4 pm EST.

15-seconds [SEKUR](#) commercials running every 2.5 to 5 minutes (depending on times) outside of market hours daily 4 pm EST to next day 10 am EST, split with FMW Media's commercials for New to the Street, in which GlobeX Data and SEKUR are also featured.

The Commercials describe the attributes of [SEKUR](#) and display both the Sekur.com domain name and the Company's US listed ticker SWISF.

The New to the Street show, which also includes the SEKUR Privacy and Security segment, airs every Sunday between 10 AM and 11 AM EST on NEWSMAXTV and during the week on Fox Business and Bloomberg TV channels, and discusses weekly cyber-attacks and how consumers and businesses can protect themselves against these cyber-attacks. It also discusses [SEKUR](#) as a more private and safer alternative to BigTech solutions, and discusses various features of [SEKUR](#) and how to make the best use of them, educating the public about data privacy and identity protection in the cyberworld.

The 15 seconds commercial can be seen live on Webcamtaxi here: [SEKUR Live Billboard 4 Time Square NASDAQ Bldg](#). The ad is placed on the horizontal electronic billboard to the right of the word Nasdaq.

The 15 second commercial can be seen here: [SEKUR 15 Seconds Commercial](#)

The second Billboard is a fixed billboard on 50<sup>th</sup> Street and Broadway in New York City and is lit up during the night. It shows Sekur prominently with the "Privacy Has Arrived" slogan, along with New to the Street logo, the [SEKUR](#) domain URL [sekur.com](http://sekur.com) and GlobeX Data's ticker symbol [SWISF](#). It also advertises the New to the Street show on NEWSMAXTV Sundays 10 am to 11 am EST.

The photo is attached here:



Alain Ghiai, CEO of GlobeX Data said: "It is an honor to have our company prominently displayed in New York City's Times Square area, both on the NASDAQ building and at the Time Square fixed billboard on 50<sup>th</sup> and Broadway. New York is one of the centers of the world when it comes to business, finance, fashion, and entertainment, and we are very excited to tell our story to everyone in NY and the USA. Having our SEKUR solution displayed 24/7 in one of the most iconic places in the globe is an achievement for all of us at GlobeX Data, and it is a testament of our commitment to our shareholders in our efforts to grow our brand. With the electronic billboard locked in for the next two years, we are able to change the content on a monthly basis, and launch our other solutions, such as SekurMail application launching in Q1 2022. We are grateful to all our shareholders, our customers who are supporting us by subscribing daily to [SEKUR](#), and we will continue to increase our media exposure in the USA as we build our brand."

[Sekur](#), which includes [SekurMessenger](#) as part of a bundle of email, messaging and file transfer into one app solutions, 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, and secure communication tools, secure cloud-based storage, disaster recovery and document management. GlobeX Data Ltd. sells its products directly through its websites, 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](http://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.