

Sekur Private Data Ltd. Releases Updated Fundamental Research Corp. Analyst Report – Issues Fair Value Per Share at CA\$0.83 (US\$0.61)

December 08, 2022 – Toronto, Ontario, and New York, NY, Sekur Private Data Ltd. (OTCQX:SWISF) (CSE:SKUR) (FRA:GDT0) (“Sekur” or the “Company”), the leader in Swiss hosted secure communications and secure data management, is pleased announce that Fundamental Research Corp. A leading North American financial research and analyst company has issued an updated analyst report on the Company.

The report can be downloaded from the Company’s website here:

<https://sekurprivatedata.com/wp-content/uploads/2022/12/Sekur-Dec-2022-Update.pdf>

Fundamental Research Corp. (“FRC”) has issued a fair value of CA\$0.83 (US\$0.61) per share with a BUY rating. The Company encourages everyone to read the report in full. FRC also noted in the Highlights section of the report that, for conservatism, they are lowering their near-term and long-term subscriber-count, as the Company is embarking on a new strategy of lower marketing and higher ROI on its marketing dollar. This strategy being new, FRC is choosing to be conservative in its approach, until some track record for this new strategy occurs in 2023.

Alain Ghiai, CEO of Sekur Private Data said: "We are very pleased with the FRC analyst report updated December 2022. FRC has always shown a very high degree of independence and integrity, and we are very pleased and grateful to keep working with them. The Company is well cashed up to execute its plan to profitability and we have some amazing new solutions coming up in 2023, as described in the FRC report. Despite public market conditions, perceptions about our company’s user's growth and about our liquidity needs, the report shows that the market for Sekur solutions is strong and is seeing a growing momentum in its sales, and the Company has plenty of liquidity to execute its path to profitability plan in 2023 and beyond. We ask everyone who is interested in knowing more about the Company, to read the FRC report in full."

Sekur, which includes [SekurMessenger](#) and [SekurMail](#), is 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 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](#) 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, finance, insurance, medical, government, energy, manufacturing, trade and pharmaceutical sectors.

[SekurMessenger](#) also 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 Sekur number. The Sekur number is the contact ID a user would disclose in order for other Sekur users to be added. The service comes with a self-destruct timer and other features as well, including Sekur's proprietary VirtualVaults and HeliX technologies with all data stored in Swiss hosted encrypted servers.

Sekur'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 Sekur Private Data Ltd.

Sekur Private 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 and document management. Sekur Private Data Ltd. sells its

products through its approved wholesalers and distributors, and telecommunications companies worldwide. Sekur Private Data Ltd. serves consumers, businesses and governments worldwide.

**On behalf of Management
SEKUR PRIVATE DATA LTD.**

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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. Sekur 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 Sekur'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 Sekur'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, Sekur undertakes no obligation to publicly update or revise forward-looking information.