

Sekur Private Data Ltd. Signs Distribution Agreement with Nobleus, a Leading eCommerce Platform Startup in the USA

December 14, 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 it has signed a definitive Reseller Agreement with Nobleus, an all-encompassing e-commerce platform that offers its customers all the tools and resources needed to run a successful online business.

Effective immediately, the agreement entitles Nobleus, *the easiest way to sell online*, the rights to distribute and resell Sekur communications Swiss hosted privacy and security technology services in the United States. Through Nobleus’ network of e-stores, Nobleus will be able to strengthen its presence in the communication security market. Nobleus is expected to roll out the [Sekur](#) offerings to its customer base in Q1 2023.

Sekur has completed the billing API for Nobleus in order for all provisioning and billing to be smooth and in order to avoid monthly billing. As Nobleus customers sign up for any of Sekur’s solutions, Sekur will be able to receive funds directly through its Stripe payment API integration. Nobleus is expected to complete their end of the API billing integration in Q1 2023 and will roll out Sekur immediately after its completion. Nobleus is currently onboarding its store owners and the SKUs for its e-commerce platform. Sekur has been branded as a “Anchor” solution, and will be marketed by Nobleus as such to all its present and future e-store owners. In the past 4 weeks, Nobleus has already registered more than 2,500 e-store owners and has plans for 1 million e-store owners in the coming years. Each e-store will be offered the opportunity to resell Sekur solutions.

Jason Angel, CEO of Nobleus said: “Sekur’s products will definitely add value to Nobleus’ unique products and service/solutions e-commerce model by providing our store owners a relevant, scalable, easy-to-use service to serve a great need in our country: secure communications. Nobleus has considered many vendor partners, and we are confident that Sekur will help leverage our position in the e-commerce platform market.”

Alain Ghiai, CEO of Sekur Private Data said: "We are very pleased to have partnered with Nobleus. Nobleus is an innovative company and is progressing very nicely on all fronts in its e-commerce platform roll out. We believe partnering with Nobleus will provide substantial growth opportunities for Sekur to reach the consumer masses through their unique distribution model. Our prime directive is to provide private and secure communications for everyone. As we are not connected to any Big Tech platform, we offer a truly independent, private and secure means of communications without any data mining, through our proprietary technology and our secure servers based in Switzerland. We look forward to continuing to offer true data privacy to all individuals and their businesses and protect their intellectual property, and their privacy, from data miners and malicious hackers."

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

Nobleus

Nobleus is an all-encompassing e-commerce platform that offers its customers all the tools and resources needed to run a successful online business. Nobleus handles everything from the development of your site, sourcing inventory, billing, shipping, and returns, and even offers marketing support to help its customers grow their business quickly with minimal capital investment. To learn more, visit: <https://nobleus.com>.

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

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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.