

Sekur Private Data Ltd. Reduces Customer Acquisition Cost "CAC" to US\$74 per Customer - Down 79% From Q1 2023 Cost of US\$364 per Customer

Toronto, Ontario and New York, New York--(Newsfile Corp. - May 9, 2023) - Sekur Private Data Ltd. (CSE: SKUR) (OTCQX: SWISF) (FSE: GDT0) ("Sekur" or the "Company"), a leading Swiss hosted secure and private communications platform, is pleased announce that since it has started optimization and SEO marketing for its [Sekur](#) website, in order to reduce its per user Customer Acquisition Cost "CAC", its CAC was lowered to US\$74 per Customer, while Life Time Value metrics "LTV" per customer went up several percentages.

In January 2023, The Company has embarked on a reduction of its Customer Acquisition Cost ("CAC") and has reduced its marketing expenses in order to focus on the more targeted digital marketing, such as adword campaigns and optimization of its [Sekur](#) website. Currently the Company is targeting a CAC of US\$75 or lower by the end of 2023, and a CAC of US\$60 or lower for 2024 from direct marketing, not counting B2B partnerships, which would lower the CAC overall. The Company is targeting consumers and SMBs at this time and is improving its website content in order to inform SMBs and visitors on the benefits of using the [Sekur](#) privacy and security communications platform.

Alain Ghiai, CEO of Sekur Private Data, said: "We are very happy to report that we have reduced our CAC to such an extent in such a short time. Some of the measures went as low as CAC US\$13 per customer. This means that we are making money from each of our customers moving forward, if we keep CAC at or below US\$100. As we add new products such as SekurVPN and SekurVoice, the average revenue per user "ARPU" should be moving higher as well, as we are planning customized 'a-la-carte' bundles for consumers and businesses. Once we achieve US\$75 CAC or lower for a couple of months, we plan to accelerate spending to increase our subscriber base at a higher rate than we are doing today. We have managed to acquire a higher caliber customer, and we are carefully watching each dollar we are spending for our acquisition costs, as we are on track to meet the budget, we set for 2023. Our prime directive is to provide private and secure communications for everyone, and, 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."

On April 7th 2023, the Company launched its privacy VPN solution called SekurVPN available through <https://www.sekurvpn.com>, or through <https://www.sekur.com>, and started commercial sales of its highly anticipated [SekurVPN](#) privacy and security VPN solution. SekurVPN is priced at US\$ 7/month/user and US\$ 70/year/user for the service. The solution is also offered in USD, CAD, NZD, AUD, SGD, CHF, EUR and GBP. The Company plans to launch SekurVPN in the coming weeks to existing shareholders and Sekur users with a special offer, and move to a larger audience of 1,000,000 people in the USA, through several digital and email marketing campaigns.

SekurVPN is especially meant for privacy enthusiasts and users wanting to mask their IP address from hackers. An example would be users going to their e-banking or shopping online, using their emails, using messaging applications and wanting to have full privacy and protection from hackers hijacking their location and signal. The service guarantees not to use Big Tech or Hyperscalers for its functioning or hosting, it guarantees that there are no third party bundles sold with it, so no data is leaked or sold to third parties, it guarantees no traffic pulling or monitoring, and no phone number required to register to the service.

According to a [study and publication](#) on forbes.com, 66% use a VPN to help protect personal data, 80% use a VPN for increased security and 33% use a VPN to mask their internet activity. More statistics can be found on this [VPN Statistics And Trends In 2023](#) article.

Private:

[SekurVPN](#) uses its own proprietary infrastructure and does not use any Hyperscaler or Big Tech hosting providers, unlike most other VPNs. It offers Swiss IPs only, and this guarantees that it is using only SekurVPN's own servers and routing. Other VPNs offer 100s of locations and are using Big Tech providers, compromising users' privacy. SekurVPN never monitors users' activity and never shares any data with third party service providers. By being a pure VPN, without bundled outside services, such as anti-virus, and ad-blockers, SekurVPN keeps users' information private without sharing their data with third party service providers. With SekurVPN, users do not register their phone number on the App or the web, rendering users invisible from hackers or snoopers. No phone number to register, anonymous Swiss IPs only, no data mining or traffic sharing with anyone.

Secure:

SekurVPN's secure VPN routes all your Internet traffic through SekurVPN's privately owned servers, in multiple locations in Switzerland only, and using the highest encryption industry standards, combined with its proprietary HeliX technology for added security. Encryption keys are not stored on devices and are unique at every connection. Users' passwords, confidential data and Internet surfing stay encrypted even over public untrusted internet connections.

Easy to use:

SekurVPN is extremely easy to setup and deploy. There is no country list and our interface is simplified, just tap or click the connection button. SekurVPN's no-frills but highly secure and private service gives users peace of mind without thinking about geo-locations.

Currently SekurVPN is available to use with iOS and Android devices. A MacOS version and a Windows version are planned to be launched in the coming weeks.

In addition to [SekurVPN](#), the company offers a bundled Sekur plan, which includes [SekurMessenger](#) and [SekurMail](#), as a bundle of email, messaging and file transfer into one application, and 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](#) comes with a proprietary feature and technology called "Chat-By-Invite". This feature allows a [SekurMessenger](#) user ("SM user") invite via email or SMS, 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 and private communications. The Company distributes a suite of encrypted e-mails, secure messengers, and secure communication tools. Sekur Private Data Ltd. sells its products through its own website at <https://www.sekur.com>, and approved distributors, and telecommunications companies worldwide. Sekur Private Data Ltd. serves consumers, businesses and governments worldwide.

On behalf of Management SEKUR PRIVATE DATA LTD.

Alain Ghai
President and Chief Executive Officer
+1.416.644.8690
corporate@sekurprivatedata.com

For more information, please contact Sekur Private Data at corporate@sekurprivatedata.com or visit us at <https://www.sekurprivatedata.com>.

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



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