

Sekur Private Data Ltd. On Track to Launch Sekur Enterprise Solutions for SMBs, Large Enterprises and Government Organizations by July 2023

Toronto, Ontario and New York, New York--(Newsfile Corp. - June 6, 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 it is on track to launch its Sekur Enterprise Solutions by the end of July 2023.

The Company's offering for SMBs, large enterprises and government organizations, will include full users' management, message and email archiving features and admin dashboard for mass on-boarding and management of employees. Sekur Enterprise Solutions will also include a new email feature, to be launched and announced in the coming weeks, allowing large organizations to host C level emails on Sekur's private and secure network offering the Company's SekurSend feature, while keeping the rest of their employees on their existing email hosting company, eliminating costly email migrations, while protecting C level communications to the highest level. This split-level email system also allows C level employees to maintain the same company domain name as the rest of the employees, while C levels are hosted on the SekurMail privacy platform. This feature is very much in demand as small and large businesses have recently been the target of Business Email Compromise (BEC) attacks.

A BEC attack is a type of cybercrime where malicious hackers use email to trick someone into sending money or divulging confidential company info. BEC scams are on the rise due to increased remote work - there were nearly 20,000 BEC complaints to the FBI in 2021, according to the [FBI Internet Crime Report](#).

C-Level employees are particularly targeted in BEC attacks. [According to this article on TechTarget](#), BEC exploits often begin with the attacker using a [social engineering scam to trick a C-level target](#) into downloading malware, clicking on an infected link or visiting a compromised website. Once the C-level manager's account has been compromised, it can be used to trick another employee into sending money to the attacker.

A popular BEC strategy is to [send an official-looking email](#) to someone in the company's finance department. Typically, such an email will say there is a time-sensitive, confidential matter that requires payment to be made to a customer's, partner's or supply chain partner's bank account as soon as possible. The attacker hopes that the unsuspecting person in finance will think they are helping their company by facilitating a quick transfer of funds - when, in reality they are sending money to the attacker's bank account.

The Company's enterprise solutions will be priced differently than its consumer versions, with SekurMail being US\$10/month/user, with alias emails at US\$7/month/alias, SekurMessenger priced at US\$9/month/user and SekurVPN at US\$9/month/user. New solutions such as SekurVoice and SekurPro will add encrypted voice and video to the mix of offerings and are planned to be priced at US\$20/month/user and US\$25/month/user respectively. Yearly pricing will be 11 times monthly to offer 1 free month of service. Businesses will be able to customize bundles for each solution, as they are today.

Customers can now simply go to the [Sekur](#) website and select either SekurMail, SekurVPN or SekurMessenger and select any add-on offered for any or both of the other 2 solutions not selected as the primary choice. Add-ons are offered at a discount when bundled with any single solution. The Company is already seeing the advantages of offering the add-ons, as over 50% of their customers choose to bundle solutions.

Alain Ghiai, CEO of Sekur Private Data said: "We are very excited to be on track to launch our Sekur Enterprise Solutions, which will improve our existing Business Solutions, and offer more features to larger enterprises and government organizations. We have a high demand in Latin America for these features and we will be ready for the US market as we launch our B2B platform in Q4 2023. Offering SMB and Enterprise solutions is part of the core strategy of the Company for Q4 2023 onward, as these solutions increase our average spend per customer and create a more stable and stickier customer base, while still catering to the vast consumer market. There are over 30 million small businesses in the USA alone, and we plan to target a percentage of these businesses, protecting them from such things as BEC attacks. Our prime directive is to provide private and secure communications for everyone, and, as we are not connected to any Big Tech cloud 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://sekurvpn.com/> and <https://www.sekur.com>. The Company has seen great success for SekurVPN for consumers, and plans to market to the SMB and enterprise in Q4, targeting the 30 million SMBs 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 and protect their Internet activities from hackers, rogue agents and industrial spies. 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 that it does not 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. Using a private VPN such as SekurVPN can reduce greatly the risk of BEC attacks for C-Level enterprise employees.

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.

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
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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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