

Sekur Private Data Launches Global Business Partner Referral Program - Projects 10,000 Users by End of 2024

Sekur Secures First U.S. Partner, Anticipates 10,000 Users by Year-End, Poised for Profitability in 2024

Miami, Florida and Toronto, Ontario--(Newsfile Corp. - May 23, 2024) - [Sekur Private Data Ltd.](#) (OTCQB: SWISF) (CSE: SKUR) (FSE: GDT0) ("Sekur" or the "Company"), a leading Swiss hosted secure and private communications platform is pleased to announce the official launch of its Sekur Business Referral Program. This initiative aims to drive sales through business partners and large networkers, with the goal of achieving profitability by the end of 2024.

The Sekur Business Referral Program is designed to rapidly and efficiently expand Sekur's user base. Business partners, including those in credit and finance, real estate, mortgage, credit repair, legal, and other sectors, will receive a percentage of sales referred by them. The Company has partnered with a prominent U.S. firm and will launch a targeted campaign in June 2024.

This program is tailored for organizations or independent professionals who wish to refer Sekur to their client base, offering proprietary and unrivaled Swiss private and secure communications, including SekurMail and its SekurSend and SekurRelay applications.

Sekur's SekurRelay email technology allows governments and enterprises to selectively integrate Sekur and its SekurSend feature for specific roles, without migrating the entire enterprise onto the Sekur platform.

A second referral program is set to launch in July 2024, targeting existing Sekur users interested in referring to friends, family, and coworkers.

Alain Ghiai, CEO of Sekur Private Data, commented: "The Sekur Business Partner Referral Program will accelerate sales, reduce customer acquisition costs, and expedite our path to profitability. This program will help evangelize Sekur to business networks through a propagation model, presenting it as a solution for communication privacy, security, and a countermeasure to [BEC attacks](#) affecting millions of businesses daily.

To find out more about Sekur's privacy communications solutions visit: <https://sekur.com>

For more company information, please visit: <https://sekurprivatedata.com>

For sales brochure on our enterprise security solutions, or partnership opportunities, contact partners@sekur.com

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, <https://www.sekur.com>, approved distributors and telecommunications companies worldwide. Sekur Private Data Ltd. serves consumers, businesses and governments worldwide. www.sekur.com or <https://www.sekurprivatedata.com>

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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 do not guarantee 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.sedarplus.ca. 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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