

## Sekur Private Data Ltd

### Fundamental Research Corp (FRC) has a price target of C\$0.96 (U\$0.73) on Sekur Private Data Ltd (OTCOX:SWISF) (CSE:SKUR) (FRA:GDT0)

The world is only going to get more and more connected as time goes by since the internet is going to be used for everything, starting from governmental work to commercial work and everything in between. However, the dependence on the internet is also going to make cybercrimes a much more real threat and there are estimates that suggest that in the coming years, the real damage caused by cybercrimes could run into trillions of dollars every year.

Hence, the cyber security industry is going to gain in importance and become one of the pillars of the modern world. This report is going to focus on the cyber security and data privacy company Sekur Private Data Ltd (OTCOX:SWISF) (CSE:SKUR) (FRA:GDT0) and provide you with a thorough overview of the company so that you can make informed decisions.

## About Sekur Private Data



Sekur Private Data Ltd is involved in the cybersecurity and internet privacy sectors. It provides solutions that are proprietary, Swiss-hosted on its own servers, and help not only in

secure and private communications but also in secure management of data. Some of the products that are provided by Sekur Private Data include secure and private messengers, encrypted emails, disaster recovery, secure communication tools, secure cloud-based storage and document management among others.

## KEY STATISTICS

Price as of 09/07/2022	\$0.1459
52-Week High - Low	\$0.1305 - 0.4821
Est Shares Outstanding	117,025,441
Market Capitalization	\$17.50M
Average Volume	104K
Exchange	OTCOX

Source: Yahoo Finance / OTC Markets

## RECENT NEWS

September 7, 2022 / Sekur Private Data Ltd. (OTCOX: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 just expanded its "Chat-By-Invite" feature to 61 countries, covering a population of 3.4 billion people, allowing any Sekur user to invite any non-Sekur user to chat Privately and Securely, using Sekur's Swiss-hosted proprietary platform and technology.

August 16, 2022 / Sekur Private Data Ltd. (OTCOX: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 released its Q2 2022 financial results on SEDAR and on the CSE and OTC Markets websites.

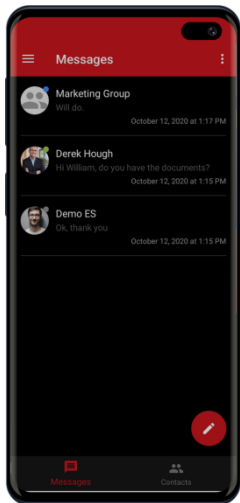
The products are sold by Sekur Private Data through its main website [sekur.com](https://sekur.com), its approved distributors and through telecommunication companies all across the world. The company provides its products to governments, businesses, and individuals throughout the world.

The Company is not connected to any Big Tech platform, and offers a truly independent, private and secure means of communications without any data mining or location mining, through its proprietary technology and its secure servers based in Switzerland. They offer true data and communications privacy to all individuals and their businesses and protect their intellectual property, and their privacy, from data miners and malicious hackers

The suite of products which are provided by the company includes SekurMail, SekurMessenger, SekurSuite, and SekurPro, SekurVoice, SekurVPN coming in Q1 2023. The star product is Sekur which includes SekurMail and SekurMessenger. SekurSuite is a document management suite that caters mostly to enterprises and SMBs. All these products help in heightening privacy and secure communications that are absolutely paramount for governments, enterprises, and also for individuals.

## Overview of Products

Now that you have a fair idea about the nature of the company and its business, it could be a good time to now take a look at the products that the company offers. That will give you a far better idea about the prospects of Sekur Private Data in the long run. It is an innovative company and has managed to come up with highly unique cybersecurity and privacy products in recent times.



The main solution is called **Sekur**. It is meant for providing security and privacy with regard to communications and data. The company is only concerned with providing privacy and security through this product. It neither collects the data that is voluntarily provided by customers nor does it sell the data. It is, in essence, an application that offers secure communications. It offers secure and private voice messages, email, file transfer, self-deleting chat, and regular chat features.

As ever, all the traffic is hosted in Switzerland and protected through military-grade encryption as well as stringent Swiss Data Privacy Laws. The application can be used on tablets, mobile devices, and also desktops. It can be used through the Sekur website or alternatively, it is possible for customers to simply download the Sekur app. The app is available in both Android and iOS variants. The data does not reside in the customers' device.

Sekur has been designed in such a way that all sorts of sensitive information that businesses want to keep secure from malicious threats are always as secure as possible. SekurSend and SekurReply are two important products from the company which allows businesses to send documents and communicate internally with staff securely. External recipients can also be communicated with and sent documents with these two products.

## SekurMessenger

On the other hand, receiving information from the staff at the company is also the lifeblood of any business and Sekur provides a secure way of managing such communication. When any document is shared through Sekur Messenger or through the email service, then the information is safeguarded throughout. There are other important features that are featured by Sekur as well. There are no size limits when it comes to sending a file through either messenger or through email. Additionally, it is possible for the sender to use excellent features like reading limits and also set a timer for self-destruction of the message. Business risks are an everyday problem and hence, Sekur also allows businesses to monitor their employees so that sensitive information is not compromised in any way.



**SekurMessenger**<sup>®</sup>

Sekur Messenger is a Swiss encrypted and private messaging app that offers maximum security using our own proprietary code.

Encrypts all your communications end-to-end including messages, group chats, files and photos. Self delete chats make sure nothing can be found on your device or on our servers. We do not store your messages on our servers.

-  Military level encrypted chats and file transfers.
-  No message, voice or video data resides anywhere.
-  Confidential contact search by Sekur Number only.
-  Delete chats from all devices instantly.

The graphic also shows a laptop and a smartphone displaying the Sekur Messenger interface.

In this regard, it is perhaps also necessary to point out that businesses have to spend a lot on anti-spam, anti-virus software, security services, and email protection licenses in order to run a tight ship. However, if they use Sekur then businesses would not need to worry about these expenses at all. It is a product that helps businesses with a one-stop solution for all their security needs. Businesses often need to send messages of a sensitive nature but at the same time, there is a worry of letting those messages be just out there.

Hence, Sekur offers another excellent feature by way of which with a single click it is going to be possible for users to delete all messages instantly. The messages are deleted from the servers as well. Hackers and bad actors are always looking to find out loopholes in security infrastructure in order to steal information. Hence, Sekur has been created in such a way that private communications simply cannot be inspected by such elements at all. On the other hand, Sekur also provides Helix Technology and VirtualVault, both of which help in guarding against identity theft, BEC attacks, and man-in-the-middle attacks. There are simply no back doors when an organization starts using Sekur.

## SekurMail

Another highly important product from the company is SekurMail. As everyone knows, email is the lifeblood of any kind of communication in any organization and hence, this particular product provides a service that is going to be used every day. SekurMail is encrypted with military-grade encryption and hence provides the sort of protection that is watertight. Internally an organization can use SekurMail securely and perhaps more importantly, even when one is emailing non-Sekur users, the communication is protected in its entirety. There is no big tech hosting involved and that is another factor that one needs to take into consideration with regard to SekurMail. There is no limit to the size of the documents that a user can send through SekurMail and in addition to that, there is a migration tool that helps in easily migrating from another email service. It also allows the user to monitor all email activities around the clock.



**SekurMail**<sup>®</sup>

SekurMail offers Private and Secure end-to-end encrypted emails from servers in Switzerland.

Works with any email address and supports unlimited external recipients with encryption inside and outside the organization using proprietary technology.

- ↔ SekurSend ⇌ Reply technology.
- ∞ SekurSend to unlimited file size transfers.
- 🗑️ Self-destruct function on external inbox using SekurSend.
- 🔒 Privacy by design no Open-Source code.
- ☁️ Messages do not leave the server and cannot be intercepted.
- 📁 Real time Archiving API data export.

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## Industry Analysis

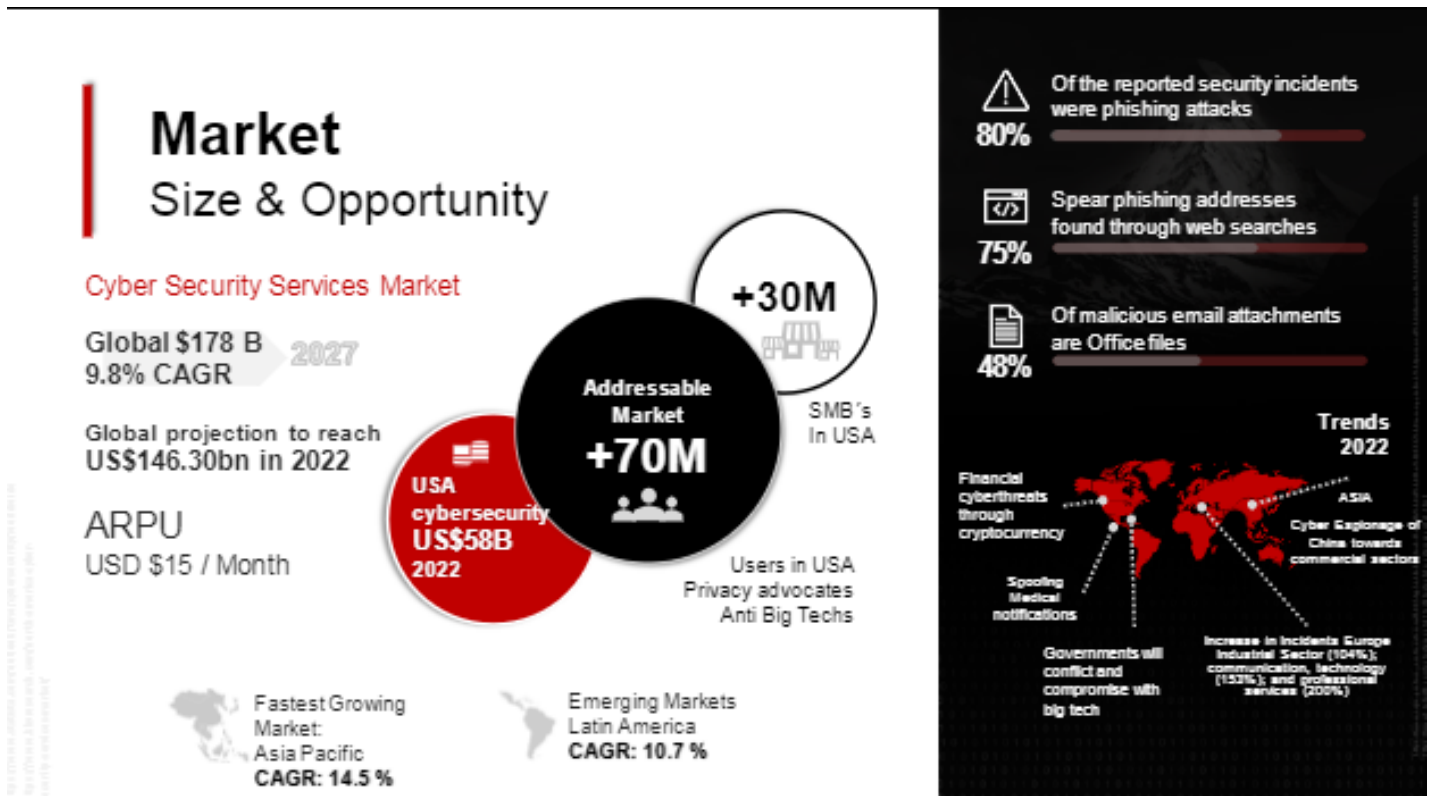
At the beginning of this report, the potential growth in the cybersecurity industry in the coming years had been discussed in brief. In this section of the report, we are going to take a much closer look at it. After all, a company may do stellar work but if the wider industry is not going to grow then there is not a lot for an investor to go with. It may be a cliché but there is no doubt in the minds of those in the tech industry that ‘data is the new oil’.

Every day billions upon billions of bytes of data are created by people who use their phones to conduct business, message their contacts, buy something through their phone, and so on. There is simply no end to the creation of data and all that can be used by nefarious forces for material gains.

The data is not often secure when one uses free services and that is why businesses, governments and individuals may find it more useful to perhaps using the products that are offered by Sekur Private Data. As it happens, not too long ago, even a company as massive as Microsoft had its source code stolen by hackers and that is when one manages to imagine the sheer size of the cybersecurity problem that is facing the world. Criminals make tons of money through banking frauds, credit card fraud and through selling data on the dark web.

In 2021, cybercrimes had led to economic losses to the tune of as much as \$6 trillion and that figure is only going to go up in the coming years as criminals get more sophisticated. Hence, there is also going to be serious spending when it comes to firming up cybersecurity measures and that is expected to lead to a major boost for the sector.

According to studies, as much as 94% of all cybercrimes start from a spear-phishing email so as to infect the device. Following that, all sorts of things can happen. Starting from data theft, data destruction, disruption to business, and more than anything, loss of productivity. It has been estimated by Global Ransomware that by 2025 the total damages caused by cybercrimes could be a staggering \$10.5 trillion. In the same study, it was also noted that data theft and cybercrimes were two of the biggest risks to businesses at this point in time.



It has been projected that the global cybersecurity market could be worth as much as \$178 billion by 2027 and that would represent a CAGR of 9.8%, which is a fairly healthy rate. The average revenue per user in the United

States alone is pegged at \$15 a month at this point and that is also expected to go up. However, if one looks outside the United States then it is possible to identify markets with even bigger growth prospects.

The Asia Pacific is currently the fast-growing market and the CAGR stands at 14.5%. The emerging markets and Latin American markets could also be lucrative, considering the CAGR of 10.5%. Hence, it can be said that cybersecurity is a sector in which many investors are going to be interested sooner rather than later and Sekur Private Data offers a unique opportunity thanks to the innovative products that it has come up with.

## Investment Highlight

### A. Record Second Quarter 2022

The growth of a company's business is perhaps one of the biggest factors that investors look into and on that front Sekur, Private Data has not done too badly. Last month the company announced its financial results for the second fiscal quarter of the year and the company reported record sales for the period. In the second quarter, the company managed to record an 1140% growth in sales year on year.

The company also noted that it was looking to raise the rate of subscriptions in the fourth fiscal quarter of 2022 as well, by targeting SMBs in the USA. It was also announced that as of August 2022, the company boasted of as many as 4000 active recurring users who pay for the services. That reflected a year-on-year rise of as much as 800% with regards to active paying user base.

### B. Global Ambitions

As has already been noted, Sekur Private Data is a company with global ambitions and in order to ensure that the global clientele can access its products easily, the company made a major move earlier this year. Back in July, Sekur Private Data announced that it had decided to launch its range of Sekur solutions in local currencies.

The product is available in local currencies in Asia, Europe, North America, and Australasia. Hence, customers are not going to be affected by the exchange rates with the United States Dollar, which may affect the purchase price. A total of eight currencies are now supported in four continents and the rest of the world would be able to purchase using the US Dollar.

### C. Expansion of the Chat Feature

As is well documented, the chat feature in any business software is essential and hence, Sekur Messenger is a product that is quite important for the company. Earlier this year in July, the company launched a new feature named 'chat by invite' by way of which it would be possible for Sekur users to invite users of other platforms for secure and private chats. It is a feature that allows its customers to chat with non-Sekur users quite easily and make lives much easier in the middle of business transactions. This feature uses email invite or SMS, and has now been launched in 61 countries globally, covering 3.4 billion people.

### D. Chat Feature Upgrade

As a company continues to grow, it is necessary for it to keep upgrading its infrastructure so as to support more and more users. Back on June 23 this year, the company announced that it had upgraded the infrastructure in its

chat feature so as to support as many as 2 million users. That is an indication that the feature is growing and it is something that could go on to become a pillar of growth in the future.

The upgrade has been done, as ever, through servers that are installed in Switzerland. As a result of this upgrade, it has been possible for SekurMessenger to process messages as well as 'chat by invite' at a rate that is 50 times faster than before. A faster system is absolutely necessary when a company's product is used by businesses and governments. Hence, it was another upgrade that could eventually lead to long-term gains for Sekur Private Data.

## Management Team

### Management Team

Any successful company needs to be led by competent management it is to achieve long-term success and on that front, Sekur Private Data is fairly blessed. This section is going to provide you with a look into the key personnel at the company.

#### **Alain Ghiai, Founder, Chief Executive Officer, Director**

Ghiai is the founder of the company and has served as its CEO and director since as far back as 2017. More importantly, he has an excellent track record as well. He founded the company GlobeX Data S A back in 2007 and went on to establish GlobeX Data Inc five years later. He is the CEO and Director of GlobeX US as well. He holds a Bachelor of Architecture degree from the California College of Arts in San Francisco.

#### **Scott Davis, CPA, CGA-Partner, Cross Davis & Company LLP., CFO**

The next key executive at Sekur Private Data is Scott Davis, who is currently the Chief Financial Officer of the company. He is a Chartered Professional Accountant and is also a partner at the firm Cross Davis & Company LLP. It should be noted that Davis has held the position of a CFO in many companies and the past he has held a range of senior management positions.

#### **Henry Sjöman, Director**

Last but not the least, is Henry Sjöman who plays a major role in the company in his capacity as a director. He is an angel investor and has been working in the telecommunications and electronics industries since as far long back as 1974. In other words, he has seen it all and at one time, he had also been involved heavily with the manufacturing of Nokia and Blackberry cell phones. Sjöman established the company Elcoteq SE back in 1991. He is a member of the audit committee at Sekur Private Data as well.

As is now abundantly clear, Sekur Private Data is a company that is at the forefront of innovation as far as cybersecurity is concerned, and that makes it a compelling company to follow at this point in time. It is also involved in a sector that is expected to grow at a fair rate over the coming years.