



Sekur®

PRIVACY HAS ARRIVED



Sekur[®]
Private Data



USA

Canada

México

Switzerland

MEA

SEA

PRIVACY HAS ARRIVED.

SWISS HOSTED PRIVATE AND
SECURE COMMUNICATIONS
PLATFORM



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra



Sekur[®]
Private Data

Data privacy is about keeping your information from being sold or shared, while data protection focuses on keeping that information safe from malicious actors.

At **Sekur** we do both.

What WE DO

We protect **data** and **communications** for consumers, businesses, and governments.



SekurMail®

Send encrypted and private emails, to any ISP with added security features.



SekurMessenger®

Send encrypted chats to Sekur and non Sekur users with self-destruct messages.



SekurEnterprise®

Enterprise solutions. Email relay "BEC" C- level protection and customized private SekurMessenger network.



SekurPro®

Private encrypted voice and video conferencing.
(Launching Q4 2024)



SekurVPN®

Swiss based secure and private VPN connection.



SekurVoice®

Private and secure voice encrypted communications with proprietary, non-VoiP technology.
(Launching Q4 2024)



SekurWeb®

Swiss hosted private and encrypted browser without advertisement.
(Launching 2025)



SekurIdentity®

Identity theft management solution.
(Launching 2025)

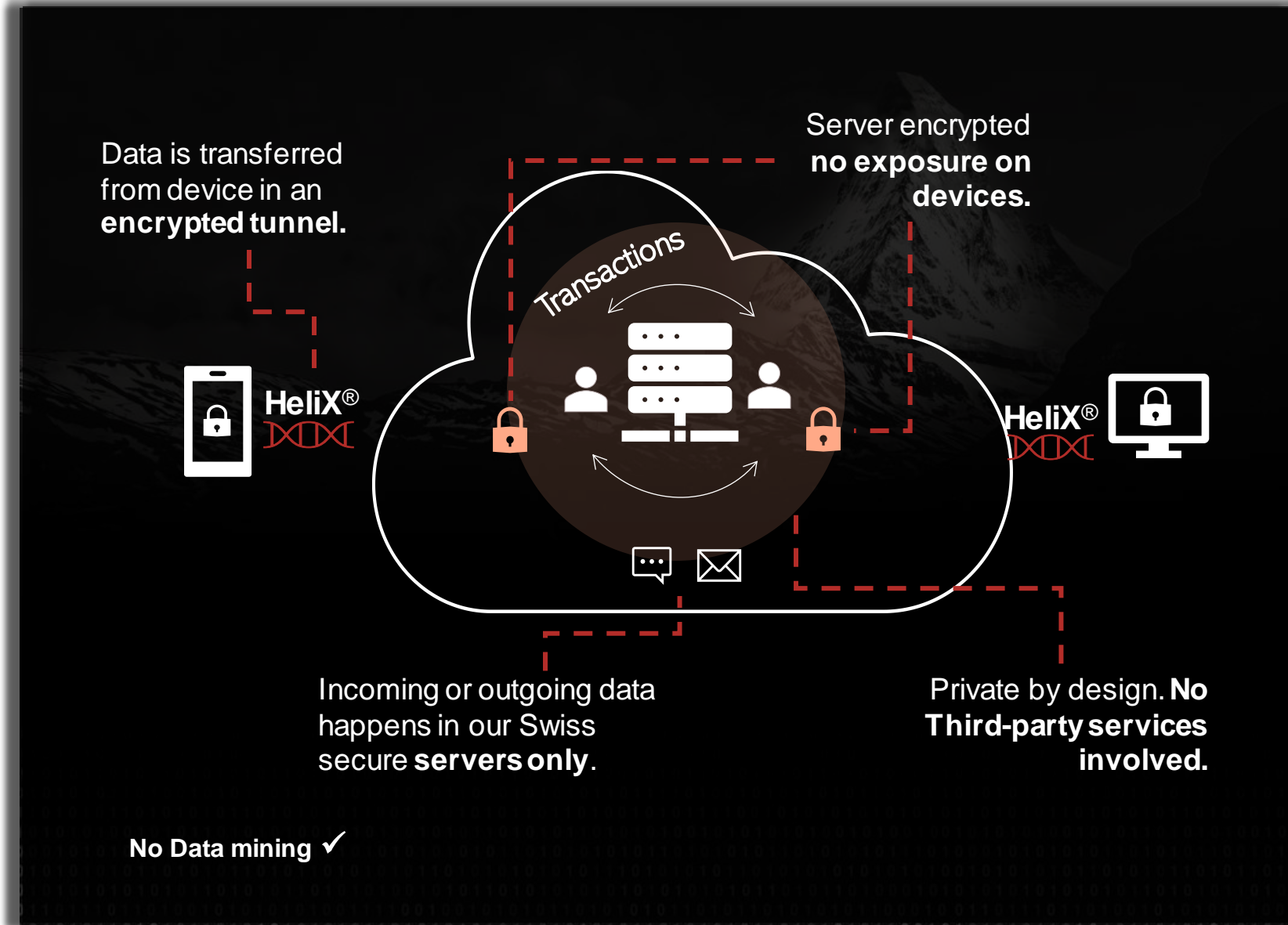
Protection

BEYOND ENCRYPTION

Data is transferred from device to secure servers in an encrypted tunnel.

Our proprietary technology **HeliX[®]** wraps data transfer in 2048-bit encryption with multiple layers of proprietary encryption wrapped and intertwined in **HeliX[®]**, which creates multiple layers of proprietary encryption exponentially stronger than any other system.

With our own servers in Switzerland Sekur offers 100% cloud-based, non-big-tech, non-CLOUD Act, privacy and security.



Privacy & Security

U.S. LANDSCAPE

100 B 

Connections producing data expected in 2025.

80% 

Of the data collected from apps have nothing to do with its functionality. Data gets sold to third parties.

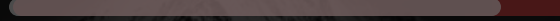
Sale 

Data sale to third parties followed by influence voting manipulation, are the most unacceptable uses of personal data collection.



Of all cyberattacks start with a Phishing email

91%



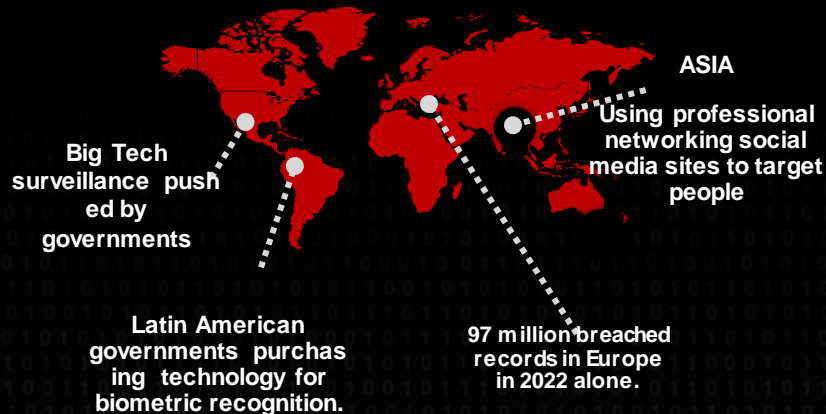
Of malicious email attachments are Office files

48%



Games apps" are selling the most personal information

94%



1,557

Is the amount of data points gathered on average per person.



83%

Use unsecured Social Messaging for their business communications.

1/3 

More than one-third of cyberattacks during the first six months of 2022 were BEC (business email compromise) attacks.

Privacy & Security

G.C.C. Countries
Middle East

Phishing made up **36%**
of cyber attacks in the region in
2022, followed by malware 28%
and ransomware 14%.

Most attacked
industries

Public Administration

Information services

E-commerce

US\$5B

Cybersecurity
spending in the Middle
East

The **AVG cost** of a data breach in
the Middle East is estimated at
**US\$6.53M (Global average of
\$4.24M)**

US\$200M



Saudi Arabia
Cyberattacks
costs in 2022.



25%

YoY Increase
in Cybersecurity
incidents.

Saudi Arabia experienced over 200 million
cyberattacks in 2022 as threat levels rise.
Key threats include state-sponsored
attacks, ransomware, and phishing.



Saudi Arabia experienced a 142% increase
in IoT malware attacks in 2022 compared
to 2021.

The UAE experienced a 36% increase in
cyberattacks in 2022 driven by remote
working and digital transformation.



The UAE ranked 5th globally for
ransomware attacks targeting
industrial control systems in 2022.

"The State of Cybersecurity in the UAE 2022" report by PwC. Several statistics, including 36% increase in cyberattacks, in UAE.
"Navigating Cybersecurity Threats" report by Bob Allen, Hamilton Research, on phishing, malware, and ransomware threat.
"Cost of a Data Breach Report 2021" by IBM - Average data breach cost in Middle East.
Statement from Saudi Arabia's National Cybersecurity Authority about aim to train 30,000 professionals.
UAE's National Cybersecurity Strategy 2031 - Outlining goal to double cybersecurity workforce.
UAE's Ministry of Transport and Communications - Provided budget increase figures.
"Cyber Resilience at a Glance" report by Deloitte - Ranked UAE 37th globally in cyber resilience.
"Resilient: 92% see cyber security skills shortage in Middle East" - Article referencing skills shortage statistic.
Press release from Bahrain and Saudi Arabia authorities on number of cyberattacks detected.

Privacy & Security

LATIN AMERICA



93B 

In losses projected to reach in 2025

64% 

of cyberattacks in Latin America just for Ransomware

 **200M**

cyberattacks in 2022.

US\$394M

Is the cybersecurity budget between Chile, Brazil and México.

 **US\$3M**

The average cost of a data breach in Latin America

Source: Fortinet 2022 Cyberthreat Report)
Source: Cybersecurity Ventures 2021 Official Annual Cybercrime Report)
Source: Trend Micro 2022 Midyear Cybersecurity Report)
Source: Kaspersky Q2 2022 Spam and Phishing Report
(Source: Tenable 2022 Threat Landscape Retrospective Report)
Source: IBM Cost of a Data Breach Report 2022)



Chile experienced 304 million cyberattacks in 2021.

Chile has over 1,200 cybersecurity companies, the highest number in Latin America.

The Argentina government aims to increase cybersecurity spending to US\$60 million by 2026.



Argentina experienced a record 2.3 billion cyberattacks in 2022.



Colombia lost an estimated US\$3.47 billion to cybercrime in 2021.

Cyberattacks in Colombia increased by 81% in 2022 compared to 2021.

Mexico ranks 5th globally and 1st in Latin America in ransomware attacks, with over 30% of Mexican companies affected in 2022.



Mexico experienced over 1.24 billion cyberattacks between January and September 2022.

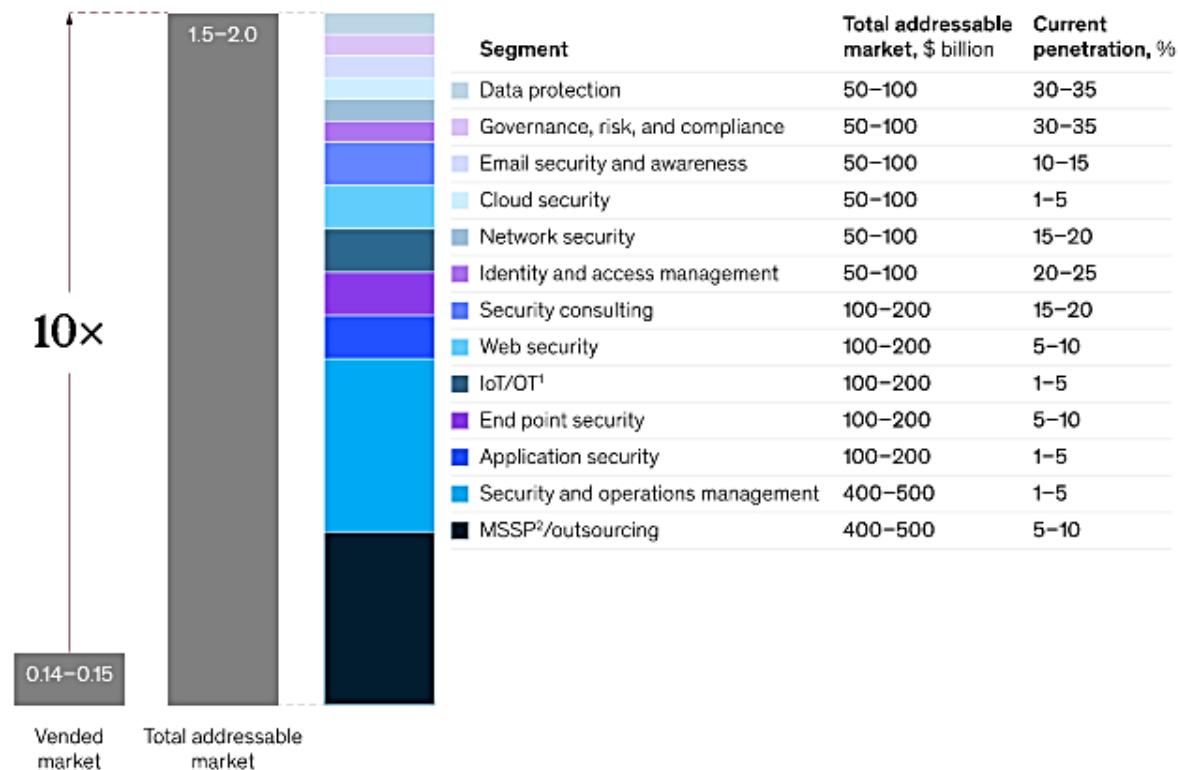
Cybersecurity

LANDSCAPE

Survey reveals
\$2 trillion
 market opportunity
 for cybersecurity
 technology and
 service providers.

The global cybersecurity total addressable market may reach \$1.5 trillion to \$2.0 trillion, approximately ten times the size of the vended market.

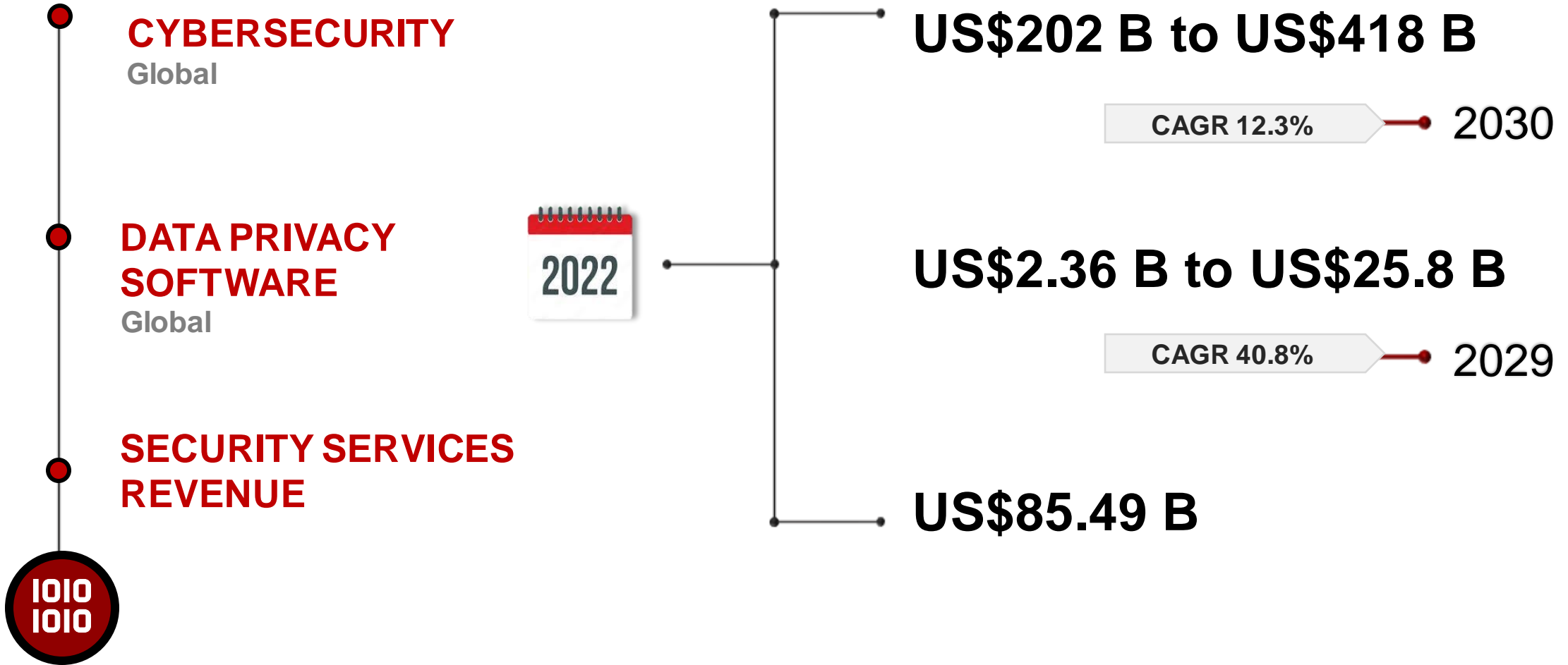
Global cybersecurity market size, 2021, \$ trillion



¹Internet of Things/operational technology.
²Managed security service provider.
 Source: McKinsey Cyber Market Map 2022

Market

GLOBAL OPPORTUNITY



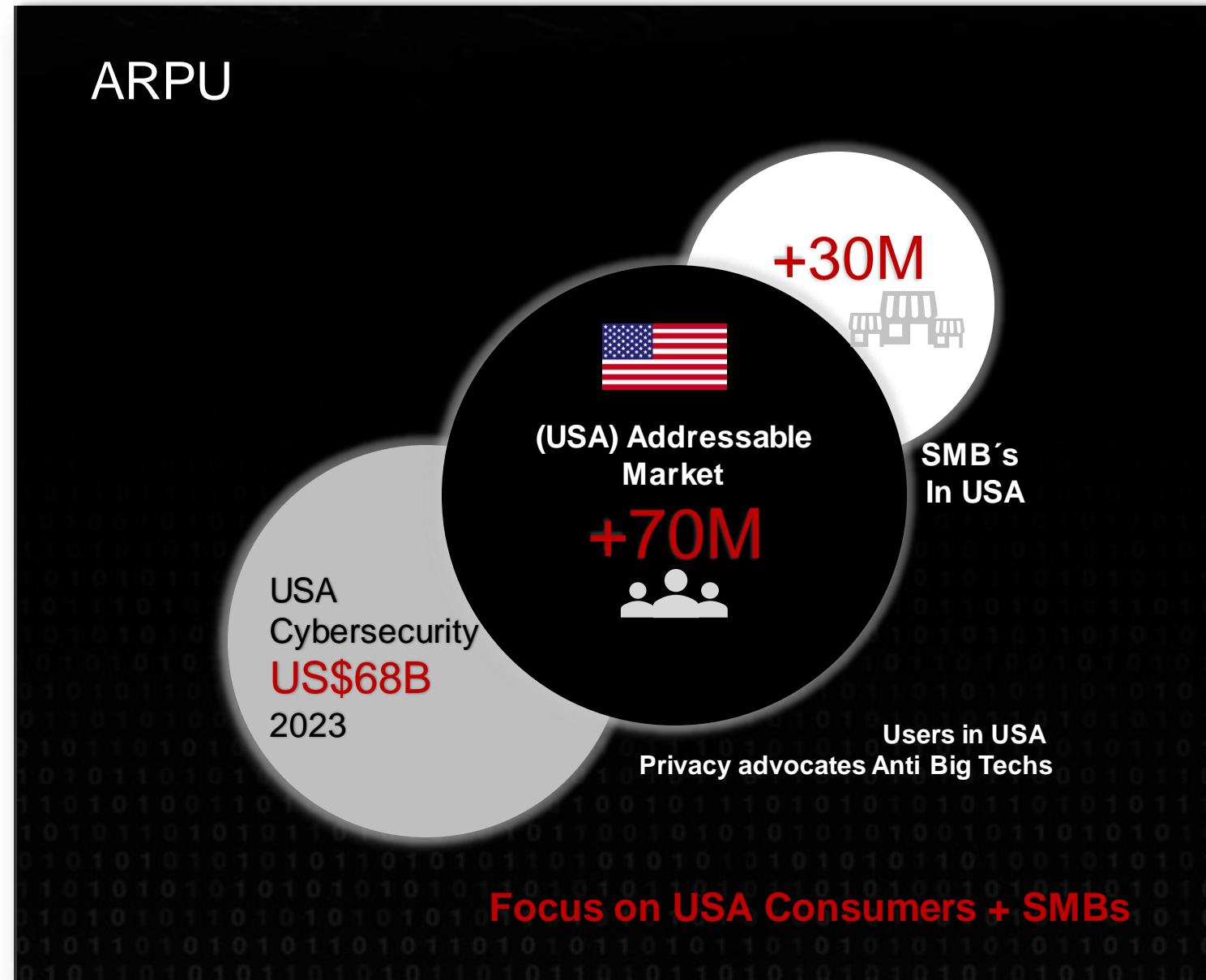
U. S. Market OPPORTUNITY

ARPU – Average Revenue Per User
(monthly)

- Consumers: US\$10+
- SMB: US\$25+
- Enterprise: US\$50+

CAC: Cost reduction from US\$365 in 2022 to US\$30 now trending to **US\$20** by Q4 2024 per account.

**SMBs average account is 5 users -
CAC avg/user is US\$4**



Telco

OPPORTUNITIES

- Provide secure on-demand anonymous model of communication solutions.
- Maintain customer trust by promoting privacy and security as a service.



Signed Contract



Emerging Markets
Latin America
CAGR: 10.7 %

274 M
Subscribers

SMB , Enterprise
Launch date:
May 2024



Signed Contract

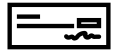


Fastest Growing Market:
Asia Pacific
CAGR: 14.5

17 M
Subscribers

SMB , Enterprise
Launch date:
June 2024

Business VERTICALS



Financial



Telecom



Military / Security



Service Industry



**Logistics /
Transport**



Government



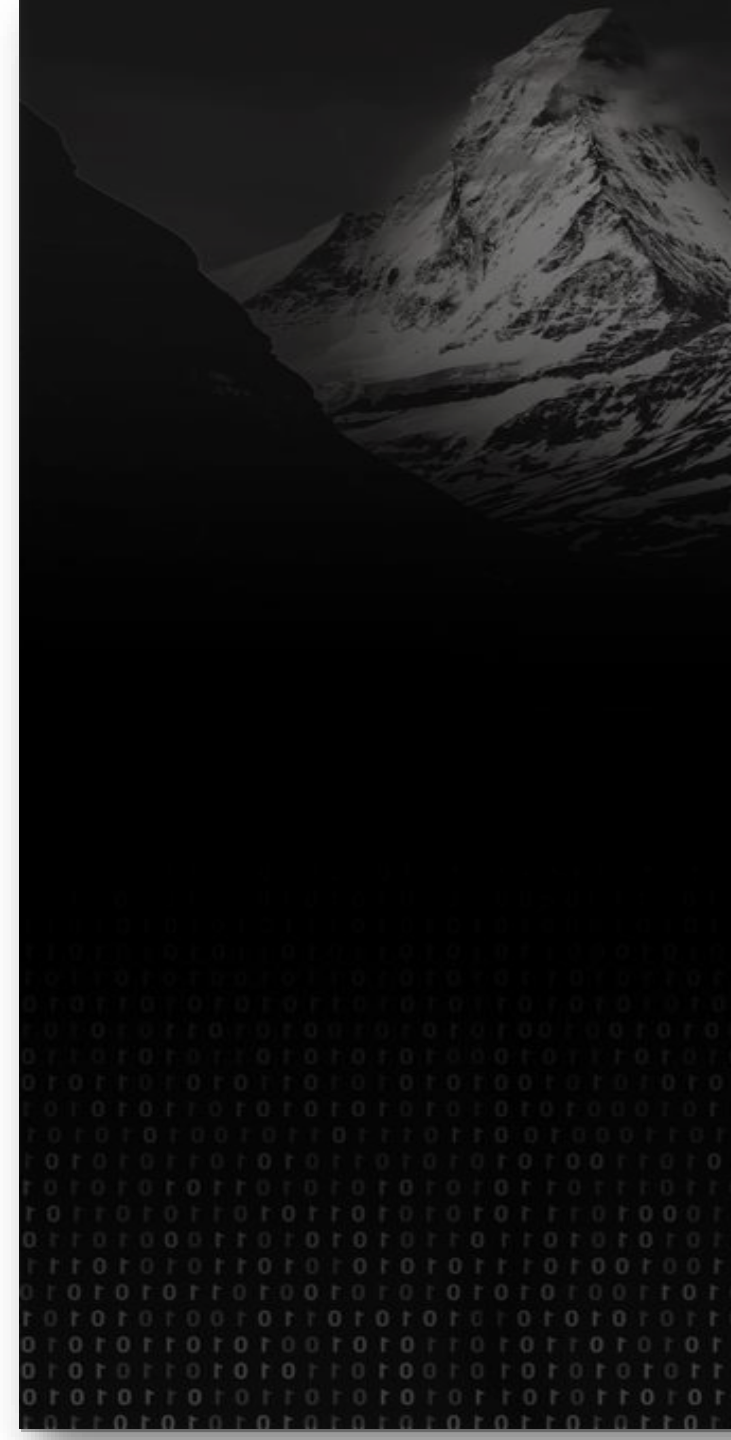
Legal



**Healthcare /
Biotech**



**Oil & Gas /
Mining**



Sekur

VALUE PROPOSITION

Our focus on utilizing secure communication tools hosted in privacy-centric Switzerland provides seamless integration into any technological ecosystem, fostering natural synergy through compatibility.



100% Owned infrastructure
No Big Tech Clouds

Proprietary Technology
No Open Source coding

Swiss Hosted
Swiss Data Privacy Laws

No data or location mining
Privacy by design

2024 And Beyond

Q1

Increase exposure in USA, SEO and digital media.

Sekur**Enterprise** Email with C-level "BEC" Protection.

Q2

Launch B2B platform with Ingram Micro Sekur**Enterprise**.

Launch America Movil with Enterprise solutions (Latin America largest mobile operator).

Q3/4

"CAC" Customer Acquisition Cost lowered to under US\$30. Reach 10,000 users and profitability.

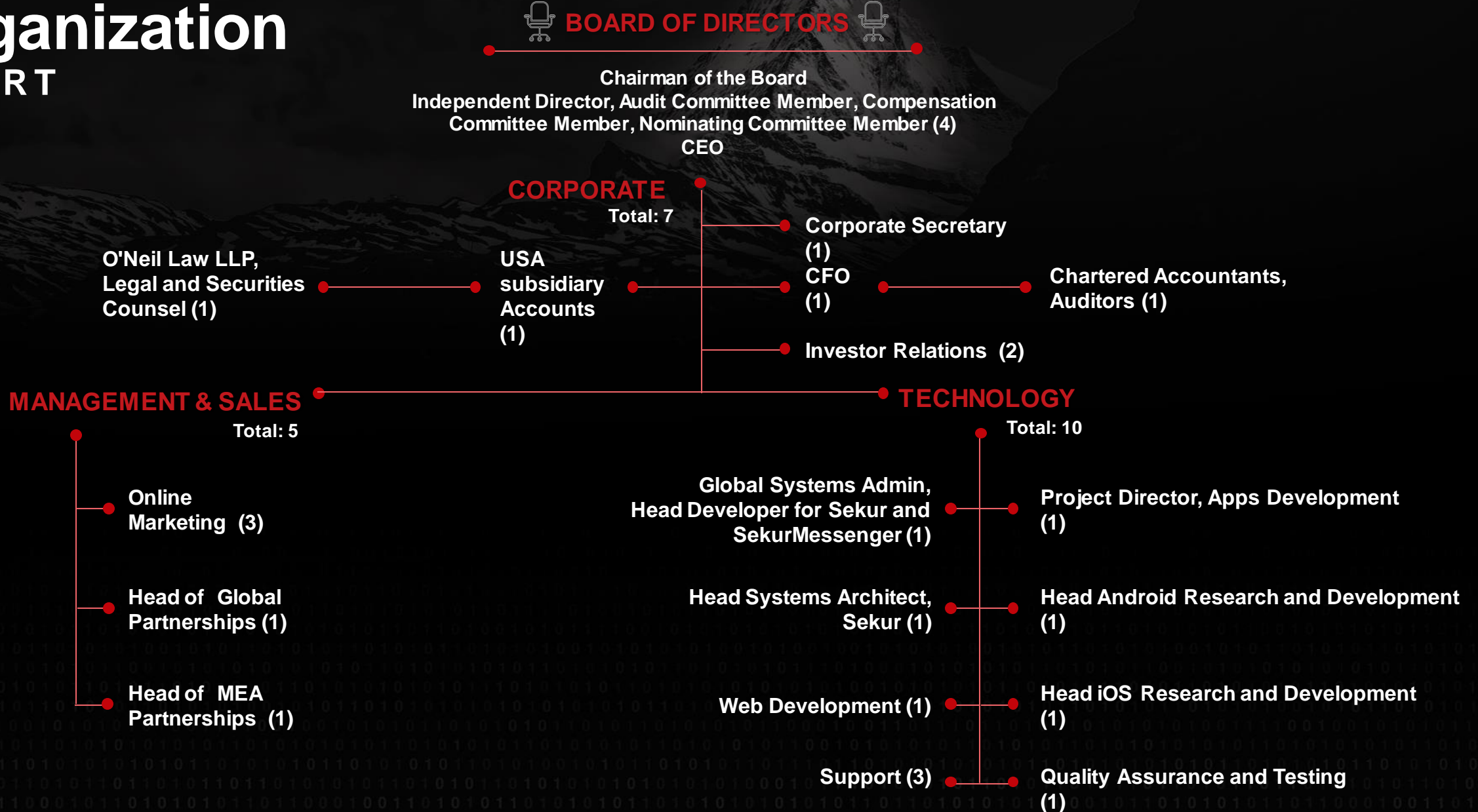
Sekur**Voice**
Sekur**Pro**
Sekur**Web** encrypted voice, video conference and privacy web browser launched.

2025

Expand B2B push to International partners in U.A.E., KSA, Latin America.

Sekur**Identity** Identity theft protection solution.

Organization CHART





Sekur[®]
Private Data

www.sekurprivatedata.com

www.sekur.com

corporate@sekurprivatedata.com

OTCQB
SWISF



**BÖRSE
FRANKFURT**
GDT0



[company/sekurprivatedata-ltd](https://www.linkedin.com/company/sekurprivatedata-ltd)



[@sekurprivate](https://twitter.com/sekurprivate)