



**Sekur**®

**PRIVACY HAS ARRIVED**



**Sekur**<sup>®</sup>  
Private Data



USA

Canada

LATAM

Caribbean

Switzerland

SEA

**PRIVACY HAS ARRIVED.**

**SWISS** HOSTED PRIVATE AND  
SECURE COMMUNICATIONS  
PLATFORM



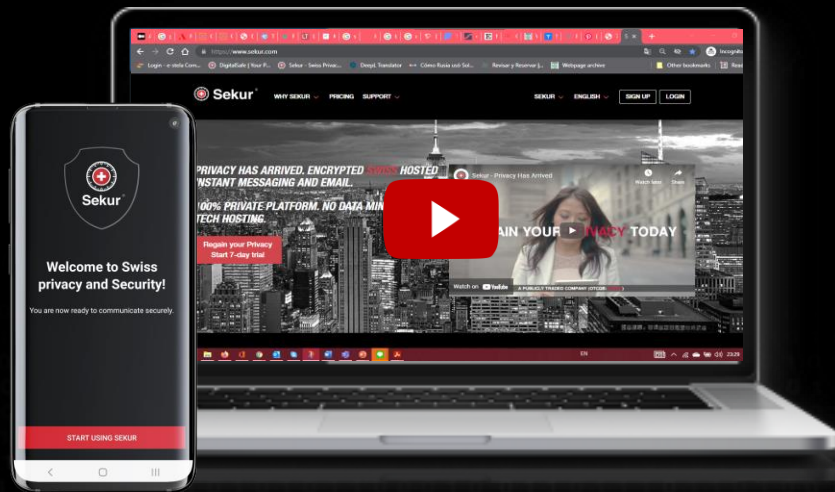
Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

**Data Privacy:** keeps your information from being sold or shared.

**Data Protection:** keeps information safe from malicious actors and intent.

At  **Sekur**<sup>®</sup> we do both, *successfully.*

# WE PROTECT DATA & COMMUNICATIONS FOR CONSUMERS, BUSINESSES, AND GOVERNMENTS.



## **SekurMail®**

Send encrypted and private emails, to any ISP with added closed environment SekurSend-SekurReply for "BEC" protection. Enterprise plans include SekurRelay private network for C- level protection.



## **SekurMessenger®**

Send anonymous encrypted chats to Sekur and non Sekur users with self-destruct messages in all devices.



## **SekurVPN®**

Secure and private VPN with Swiss IP anonymous connection.

# Protection

## BEYOND ENCRYPTION

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

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

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

## PRIVATE SERVERS IN SWITZERLAND ONLY

Data is transferred from device in an **encrypted tunnel**.

Server encrypted  
**no exposure on devices.**



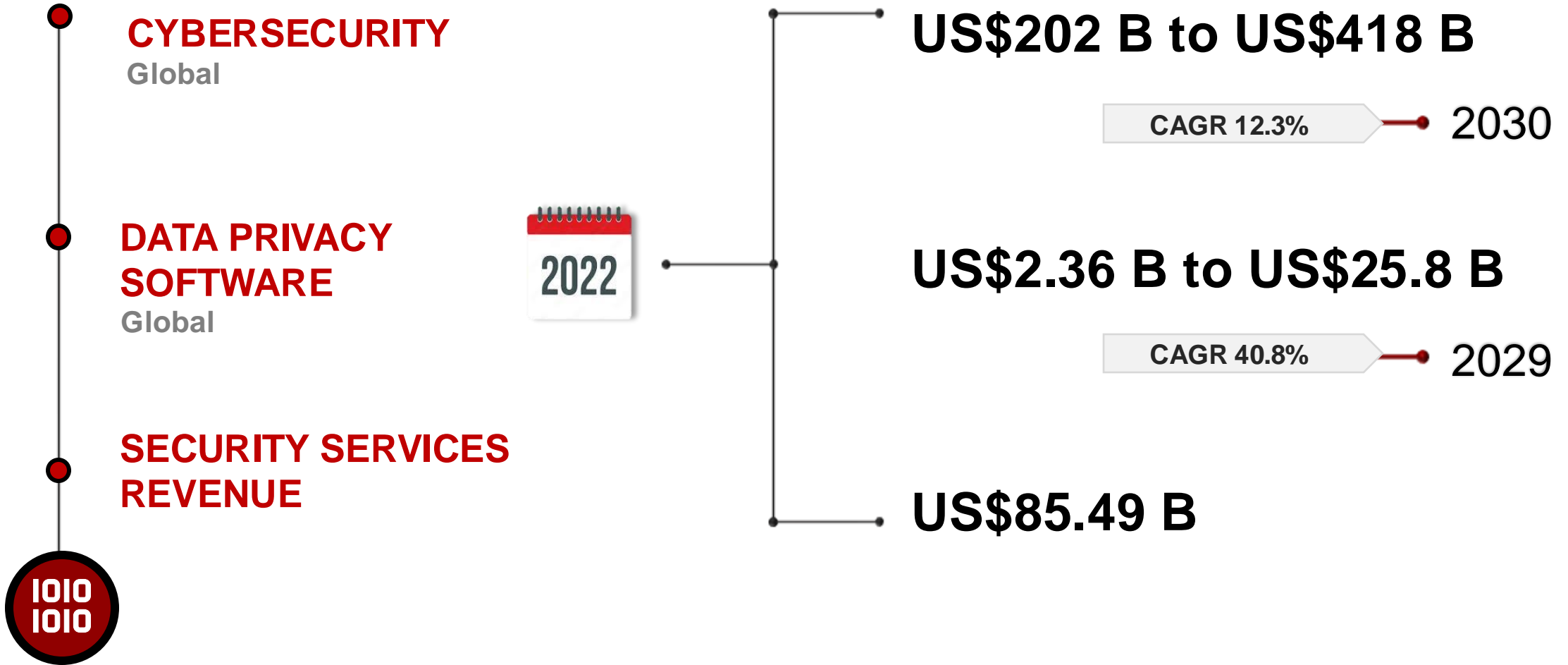
Incoming or outgoing data happens in our Swiss secure **servers only**.

Private by design. **No Third-party services involved.**

**No Data mining** ✓

# Market

## GLOBAL OPPORTUNITY



# 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



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

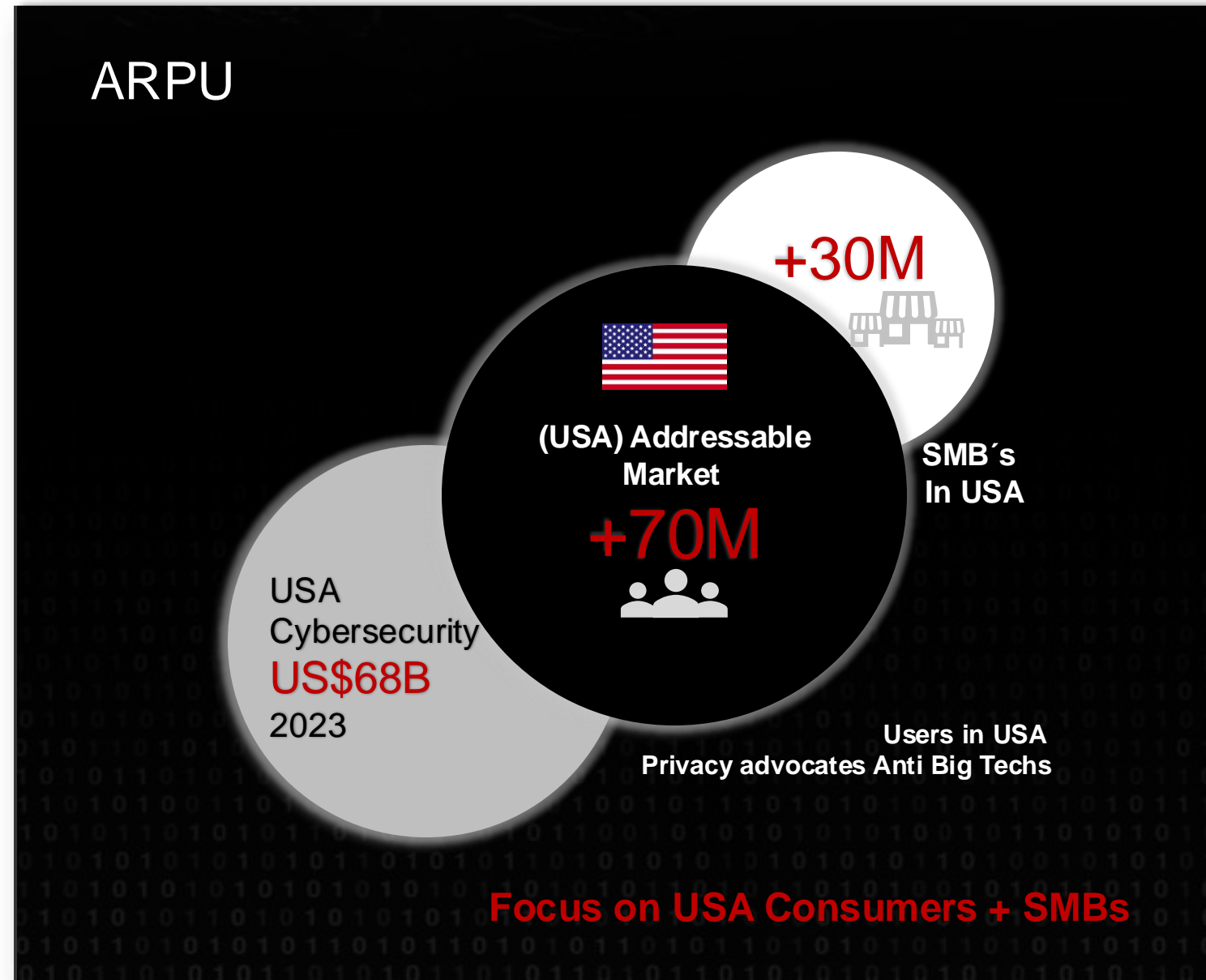
# U. S. Market OPPORTUNITY

**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 Q1 2025 per account.

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





# 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.

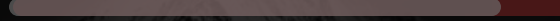
**Sale** 

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%**



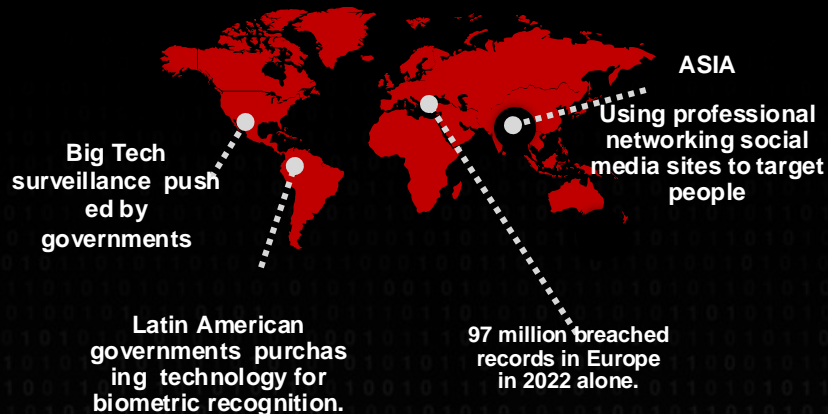
Of malicious email attachments are Office files

**48%**



Games apps” are selling the most personal information

**94%**




 **108%**

Increase in Business Email Compromise (BEC) attacks in 2023 compared to 2022.

 **83%**

Use unsecured Social Messaging for their business communications.

 **1,557**

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

# 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



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.

# Telco

## PARTNERS

- **Enhanced Connectivity:** Integrating Sekur's solutions with telco networks providing secure and private communication channels for users.
- **Maintain customer trust:** by promoting privacy and security as a service with credibility and reliability in the telecommunications industry.

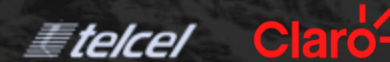


Signed Contract

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



# B2B Partners

## DEALS

### Expanded Market Reach:

Extensive networks enables Sekur to reach new customers and markets.

### Enhanced Visibility:

Partnering with industry-leading platforms elevates Sekur's brand visibility and strengthens our position in the cybersecurity market.

### Streamlined Distribution:

Reaching customers and accelerates our go-to-market strategy worldwide.




Signed Contract

 80 K Resellers

New markets and opportunities, Sekur's privacy and security solutions to a broader business audience with world's largest SaaS B2B platform.



Signed Contract

 161 K Resellers  
In 200 countries

Global leader in B2B sales (US\$49 B in sales – 2023). Platform enabling us to expand our reach and amplify our brand presence globally.



Signed Contract

Macro Cybersecurity distributor: México, Centro América, Panamá, Ecuador, Perú y Chile.

# P&L

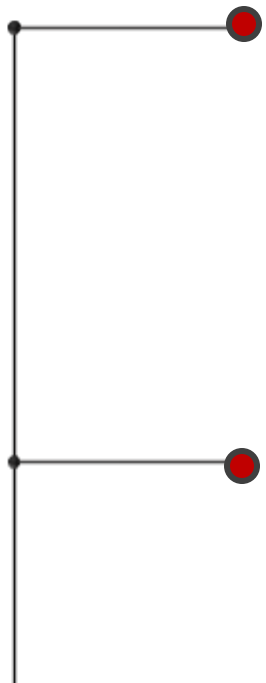
## Revenue USD (000's)

	2024	2025E*	2026E*
Gross Revenue	\$ 416	\$ 3,500	\$ 12,230
Net Revenue	\$ 357	\$ 2,762	\$ 9,488
Total Expenses	\$ 1,438	\$ 2,035	\$ 2,695
Profit (Loss)	\$ (1,081)	\$ 728	\$ 6,793

## Subscribers

	2024	2025E*	2026E*
Direct Online Channels	4,968	33,742	80,622
B2B Channels	616	15,280	44,463
Total	5,584	49,023	125,085

\* Operational profitability achieved within 90 days of US\$500K capital injection. P&L assumes US\$ 500K capital injection by OCT 2024.



# Sekur

VALUE  
PROPOSITION

SECURE  
COMMUNICATIONS  
TOOLS  
HOSTED IN  
PRIVACY-CENTRIC  
**SWITZERLAND**



- **100% Owned infrastructure**  
No Big Tech Cloud Hosting
- **Proprietary Technology**  
No Open-Source coding
- **Swiss Hosted**  
No CLOUD or PATRIOT Act. or  
Bill 702 law
- **Privacy guaranteed**  
No data or location mining
- **No AI**  
Privacy focused features

# Our Team

## Board of Directors and Senior Management



**Alain Ghai**  
Chairman of the Board of  
Directors, Founder, CEO/CTO /  
Member Audit Committee.



**Henry Sjöman**  
Director/  
Member Audit  
Committee



**Scott Davis**  
CPA, CGA, CFO



**Amir Assar**  
Director



**Dr. Claudio Alberti,**  
PhD  
Director



## Advisory Board and LATAM Management



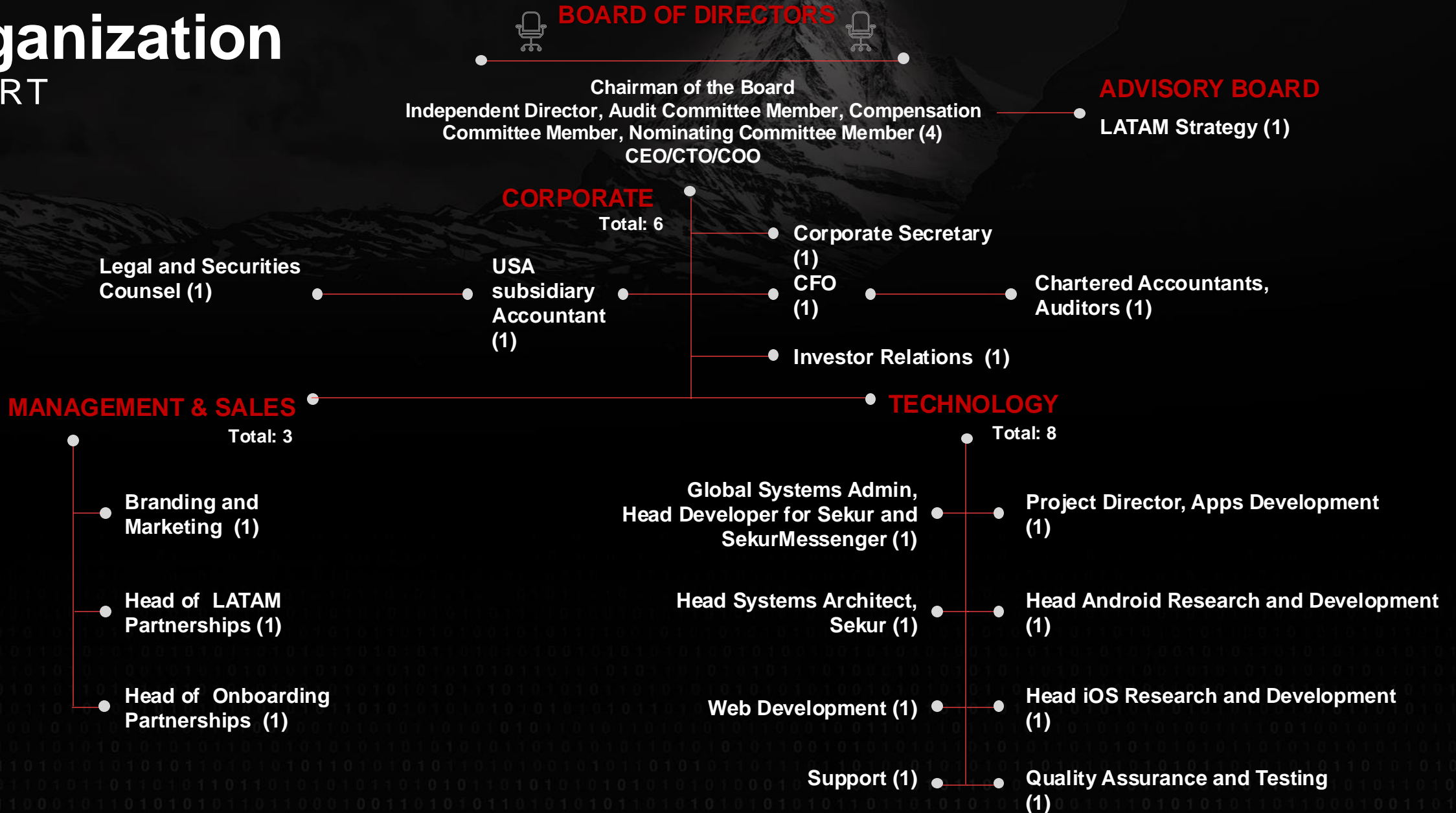
**Henryk Dabrowski**  
Advisory Board,  
Strategy/Telecom  
Sector



**Erika J. Cabrera**  
Head of Latin America  
Alliances



# Organization CHART







**Sekur**<sup>®</sup>  
Private Data

[www.sekur.com](http://www.sekur.com)

[connect@sekur.com](mailto:connect@sekur.com)



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



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