Sekur Private Data Reports 25% Month-Over-Month Increase in Average Revenue Per User as Premium Pivot Takes Hold

Premium pivot to HNWI, C-level and government clients is replacing legacy users with subscribers paying up to 10X more — ARPU expected to keep climbing as SekurOne launches at US$300/month, with full profitability targeted at 200 users generating US$60,000 per month

Miami, FL — July 28, 2026 — **Sekur Private Data, Inc.**, a Miami-based leading Swiss-hosted cybersecurity, private communications, and defense communications company serving enterprise, government, and defense clients, and wholly owned U.S.-based subsidiary of Sekur Private Data (OTCQB: SWISF | CSE: SKUR | FRA: GDT0) ("**Sekur**" or the "**Company**"), today announced that its **Average Revenue Per User ("ARPU") increased 25% month-over-month**, driven by the Company's deliberate strategy of replacing low-priced legacy subscribers with premium users paying US$50/month for its Privacy Email solution and US$75/month for its Operational Email solution for businesses.

The increase is the direct **result of a strategic repositioning** the Company began 12 months ago: moving Sekur away from the price-driven consumer privacy market and focusing its products, pricing, and sales effort on high-net-worth individuals (HNWI), board members and C-level executives, and government, defense, and federal agencies — client segments that buy on security assurance rather than price, and that carry materially higher revenue per user, longer retention, and larger seat expansion potential.

A Deliberate Premium Pivot — and Evidence That It Is Working

Sekur's strategy is straightforward: fewer users, dramatically higher value per user. Legacy subscribers acquired under the Company's earlier consumer pricing are being systematically replaced by premium clients paying **approximately 10X more** for the same underlying Swiss-hosted, proprietary encryption infrastructure, with added features and storage. Every replacement compounds the effect on ARPU, gross margin, and revenue quality.

Key indicators of the pivot:

- **ARPU up 25% month-over-month**, with management expecting the trend to continue as the legacy base is converted or replaced.
- **A rising price ladder**: Privacy Email at US$50/month, Operational Email at US$75/month, and SekurOne at US$300/month — each tier targeting a progressively more security-sensitive buyer.
- **Higher-quality revenue**: premium HNWI, executive, and government subscribers are typically less price-sensitive and more retention-durable than consumer users, improving the predictability of recurring revenue.
- **Institutional distribution**: sales through the U.S. General Services Administration (GSA) Multiple Award Schedule, approved distributors, and global telecommunications partners give the Company direct access to the government and defense buyers this strategy is built around.

> "Twelve months ago, we made a deliberate decision to stop competing on price in the consumer privacy market and to build instead for the clients who need us most — high-net-worth individuals, board members, C-suite executives, and government and defense agencies," said **Alain Ghiai**, Founder and CEO of Sekur Private Data. "That decision is now showing up in our numbers. **Every legacy user we replace is**

> **worth roughly ten times more to the Company**, and ARPU has risen 25% month-over-month as a result. This is not a one-off — it is the mechanical outcome of a strategy we have been executing quarter after quarter, and **we expect ARPU to keep moving up** as the mix continues to shift."

SekurOne: The Next Step Up in ARPU

The Company plans to release the full SekurOne platform on time or slightly ahead of schedule, before September 30, 2026, enabling it to begin sales sooner than expected. At **US$300 per month**, **SekurOne represents the Company's highest-value subscription to date** — six times the price of Privacy Email and four times the price of Operational Email — and is expected to be the principal **driver of ARPU growth from the fourth quarter onward.**

SekurOne bundles fully encrypted voice and video, email, messaging, and VPN into a single identity-protected platform engineered on the Company's proprietary HeliX data transfer architecture, purpose-built to defeat telecom network tracing, resist Pegasus-style malware intrusion, and support Controlled Unclassified Information (CUI) handling requirements — the exact requirement set of the defense, federal, and executive buyers the Company is now targeting.

A Clear and Measurable Path to Full Profitability

The premium strategy also fundamentally changes what profitability requires. Because SekurOne carries a US$300 monthly subscription price, the Company expects to become **fully profitable upon reaching 200 SekurOne users, generating approximately US$60,000 per month** in recurring revenue. Under the Company's earlier consumer pricing model, an equivalent revenue level would have required thousands of subscribers and a proportionally larger support and acquisition cost base.

> "Our path to profitability is now clear, simple, and measurable," added Mr. Ghiai. "**The Company becomes fully profitable once it reaches sales of 200 SekurOne users generating US$60,000 per month.** That is 200 users — not 200,000. In the government, defense, and executive markets we are now selling into, where a single agency or corporate mandate can represent dozens of seats, we believe that is an achievable and near-term target, and it is the number our entire organization is focused on."

Sekur Core Communications Solutions

Sekur delivers **secure communications that work within and beyond the Sekur network**, operating independently of conventional telecom infrastructure to reduce exposure to interception, SIGINT collection, traffic analysis, metadata exploitation, and hostile surveillance in contested environments. No Sekur solution data mines or location tracks its users. All solutions are built on proprietary architecture with zero reliance on Big Tech or open-source code, meeting the privacy, security, and OPSEC requirements of intelligence agencies, defense and federal organizations, military commands, diplomatic missions, government agencies, executives, and professionals handling Controlled Unclassified Information (CUI) and other sensitive, mission-critical information. Deployments are supported by on-premises infrastructure options for full data sovereignty, mission assurance, and sole control over keys and data.

SekurOne — Encrypted Voice/Video, Email, Messaging and VPN for Confidential Communications

A fully encrypted voice and video communications platform engineered on proprietary HeliX data transfer architecture, purpose-built to defeat telecom network tracing, resist Pegasus-style malware intrusion, and support Controlled Unclassified Information (CUI) handling requirements. SekurOne is designed for defense and federal officials, military commanders, government leaders, and executives conducting confidential, operational, or sensitive conversations where standard carrier-based voice and video platforms present unacceptable interception and exploitation risk. Call-by-Invite capability via SMS or SekurSend email ensures controlled access and eliminates unsolicited contact. Each user is assigned a unique Sekur ID for identity management, with no phone number required — preserving user privacy across all voice and video communications.

SekurMail — Secure Business & Executive Email

An enterprise- and government-grade encrypted email platform designed for defense and federal agencies, military commands, senior government officials, C-suite executives, and organizations handling confidential and operationally sensitive communications, including Controlled Unclassified Information (CUI) correspondence. Built on proprietary architecture with zero Big Tech dependencies and no metadata tracking, SekurMail keeps sensitive communications private between sender and recipient. Key capabilities include SekurSend/SekurReply for secure delivery to non-Sekur recipients without exposing sender identity or message content; full message delivery control and audit capability; encrypted file transfer; custom domain support for organizational integration; and active protection against phishing, social engineering, and Business Email Compromise (BEC) attacks targeting corporate and administrative networks.

SekurMessenger — Secure Team Messaging & Collaboration

A secure messaging platform providing end-to-end encrypted text, file transfer, voice messages, and collaboration capabilities for defense, military, government, and executive teams coordinating operational and mission-sensitive information, including Controlled Unclassified Information (CUI) material. Features include self-destructing messages for added privacy, encrypted file transfers, and compliance-grade archiving for recordkeeping and audit requirements. Cross-network secure communications with non-Sekur users are supported via Chat-by-Invite — enabling secure coordination with coalition partners, external agencies, and field elements without compromising the network. Each user is assigned a unique Sekur ID for identity verification and contact authentication, with no phone number required — preserving user privacy across all environments.

SekurVPN — Enterprise Network Security & Identity Protection

An enterprise-grade Virtual Private Network leveraging proprietary HeliX encryption technology, engineered to provide secure internet access, identity obfuscation, and traffic protection for defense organizations, military and federal personnel, government agencies, and executives operating across remote, traveling, deployed, forward, or untrusted network environments. SekurVPN maintains zero data logging, ensuring no record of user activity exists that could be exposed through legal process, network compromise, or third-party collection. Built for defense, government, and executive use cases — including the protection of traffic associated with Controlled Unclassified Information (CUI) and operationally sensitive workflows — where standard commercial VPN solutions present unacceptable privacy and security risk.

SekurRelay — Executive-Level Secure Email Integration

An enterprise-grade secure email relay solution that enables domain splitting — allowing organizations to establish secure communications at the executive, board, or senior staff level without requiring full organizational migration or infrastructure overhaul. SekurRelay removes one of the most significant barriers to large-scale defense, government, and enterprise deployment, enabling phased adoption that protects command

leadership, flag officers, and the highest-value personnel and communications immediately while broader organizational rollout proceeds. Designed for defense and government organizations, regulated industries, and enterprises requiring rapid, low-friction elevation of communications security at the command and executive tier, including environments handling Controlled Unclassified Information (CUI) communications.

About Sekur Private Data

Sekur Private Data is a Swiss-hosted cybersecurity, defense communications, and privacy solutions provider, offering a secure suite of tools to protect governments, defense and federal agencies, businesses, and individuals from unauthorized access and cyber threats. With capabilities such as SekurOne, SekurMail, SekurMessenger, and SekurVPN, Sekur provides a reliable and secure means of digital communication and data storage for Controlled Unclassified Information (CUI), classified-adjacent and civilian communications use, grounded in Swiss privacy standards with on-premises infrastructure for government agencies, allowing for data sovereignty. Sekur sells its solutions through its website **www.sekur.com**, approved distributors and telecommunications companies globally, and through the **U.S. General Services Administration (GSA) Multiple Award Schedule (MAS), Contract No. 47QTCA18D0089** serving governments, defense institutions, federal agencies, businesses, and consumers worldwide. Sekur's main sales operations are in Miami, USA.

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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 Company's ability to achieve and maintain profitability, and the number of SekurOne subscribers, revenue level and timing required to do so; the Company's ability to sustain or increase Average Revenue Per User and to convert or replace legacy subscribers with premium subscribers; the anticipated timing, pricing, functionality and market reception of SekurOne; adoption rates among high-net-worth, executive, government and defense clients; 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 in 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.