

GlobeX Data Launches 30 Seconds “Sekur” Commercial on CNBC, Bloomberg TV, CNN, MSNBC, Fox News Channel, Fox Business News as Part of USA Launch Strategy

TORONTO, ON and NEW YORK, NY / ACCESSWIRE / July 19, 2021 / GlobeX Data Ltd. (OTCQB:SWISF)(CSE:SWIS)(FRA:GDT) ("GlobeX" or the "Company"), the leader in Swiss hosted secure communications and secure data management, is pleased to announce that, as part of its US mass marketing strategy to bring awareness to GlobeX Data's [Sekur](#) solution, it is launching a 30 seconds commercial that has started airing today July 19 2021 on the following TV channels: CNBC, Bloomberg TV, CNN, MSNBC, Fox News Channel, Fox Business News. The commercials will air in total 116 times as part of a marketing test campaign from July 19 2021 to August 15 2021.

The commercial will describe [Sekur](#)'s attributes as the leading Swiss hosted Privacy and Security communications application, such as military grade encrypted email and secure messaging, the independent non-Big Tech platform [Sekur](#) uses and the fact that [Sekur](#) does not data mine users' data, and [Sekur](#)'s unique proprietary feature called Chats-by-invites, letting a Sekur user message a non-Sekur user, without the recipient having to download [Sekur](#).

Alain Ghiai, CEO of GlobeX Data said: "We are very happy to be launching our [Sekur](#) 30 seconds commercial in the United States on such prestigious and popular channels. The target audiences of CNBC, Bloomberg TV, CNN, MSNBC, Fox News Channel, Fox Business News, are a perfect match for [Sekur](#), as Privacy and Security has become a very hot topic and a big problematic as consumers and businesses' data are being mined constantly, violating people's privacy and security and risking intellectual property of businesses in the USA and throughout the world. We look forward to introduce [Sekur](#), and its many unique benefits, such as Swiss hosted data privacy and security, and the right for consumers and businesses not to have their data mined by third party service providers. As we are not connected, and never have been connected, to AWS, Microsoft Azure or Google Cloud platforms, commonly referred to as "Big Tech", we can offer a truly independent, private and secure means of communications through secure messaging, secure voice record transfer and secure email and secure video conferencing, through our proprietary technology and our secure servers based in Switzerland. As we move forward, and our brand becomes synonymous with data privacy over the coming months and years, we look forward to offer true data privacy and no data mining to all Americans."

[Sekur](#), which includes [SekurMessenger](#) as part of a bundle of email, messaging and file transfer into one app solutions, includes the Company's latest SekurMail technology, which includes proprietary anti-phishing and privacy feature called SekurSend ®. SekurSend ® lets a user send an email to any other recipient, whether they have [Sekur](#) or not, in full privacy and security as the email never leaves [Sekur](#)'s encrypted email servers based in Switzerland. The recipient can then click on the notification and reply in the same manner using SekurReply ®, without the recipient having to register for a [Sekur](#) account. The sender can also decide to protect any email sent by adding a password to open it, a read-limit and a self-destruct timer as well. Sending an email with the SekurSend ® feature allows the senders and recipients to add limitless size attachments to the emails without crowding the recipients' email box. This also eliminates BEC attacks for businesses and email phishing attacks. Additionally, SekurMail includes full control

of email delivery, automatic data export for large Enterprises and an automatic Data Loss Prevention technology ("DLP") with real time continuous archiving.

Recent data breaches in messaging applications and in particular in the WhatsApp application have created a certain urgency for businesses and data privacy advocates to protect their communications from cyber-attacks and identity theft via mobile and desktop devices.

[SekurMessenger](#) eliminates many of the privacy and security risks by not only not requiring a phone number, which would divulge a user's phone device ID, but also by not social engineering a user's phone or computer contact list and infecting the contacts by default as well, eliminating a huge loophole in security and privacy. [SekurMessenger](#) issues each user a username and a SM number. The SM number is the contact ID a user would disclose in order for other SM users to be added. The service comes with a self-destruct timer and other features as well, including GlobeX's proprietary VirtualVaults and HeliX technologies with all data stored in Swiss hosted encrypted servers.

Additionally, [SekurMessenger](#) now comes with a proprietary feature and technology called Chat by Invites. This feature allows a [SekurMessenger](#) user ("SM user") invite a non-SM user, or a group of non-SM users, to chat in a fully private and secure way, without the recipient ever having to register to [SekurMessenger](#) or download the app. At the end of the chat, the initiator of the conversation can remotely terminate the conversation and all traces of the conversation are deleted from all users, including the recipient. This unique feature is now fully deployed and functional on all iOS and Android devices and web platforms. The target sectors are numerous, including but not limited to real estate, legal, financial, government, energy, mining, manufacturing, trade and medical sectors.

GlobeX's Data privacy solutions are all hosted in Switzerland, protecting users' data from any outside data intrusion requests. In Switzerland, the right to privacy is guaranteed in article 13 of the Swiss Federal Constitution. The Federal Act on Data Protection ("FADP") of 19 June 1992 (in force since 1993) has set up a strict protection of privacy by prohibiting virtually any processing of personal data which is not expressly authorized by the data subjects. The protection is subject to the authority of the Federal Data Protection and Information Commissioner.

Under Swiss federal law, it is a crime to publish information based on leaked "secret official discussions." In 2010 the Federal Supreme Court of Switzerland found that IP addresses are personal information and that under Swiss privacy laws they may not be used to track Internet usage without the knowledge of the individuals involved.

About GlobeX Data Ltd.

GlobeX Data Ltd. is a Cybersecurity and Internet privacy provider of Swiss hosted solutions for secure communications and secure data management. The Company distributes a suite of encrypted e-mails, secure messengers, secure communication tools, and secure cloud-based storage, disaster recovery, document management. GlobeX Data Ltd. sells its products through its approved wholesalers and distributors, and telecommunications companies worldwide. GlobeX Data Ltd. serves consumers, businesses and governments worldwide.

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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 are not guaranteeing future performance. GlobeX 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 GlobeX'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 GlobeX's prospectus dated May 8, 2019 filed with the Canadian Securities Administrators and available on www.sedar.com. 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, GlobeX undertakes no obligation to publicly update or revise forward-looking information.

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