

Innovative, disruptive IP set to transform the market for Electronic Privacy

Scentric provides a seamless patented encryption technology that can be used by any application to protect content stored on a device or sent to another device. This delivers personal privacy for all devices, apps and platforms on the internet giving users full control over who sees what information.

Security and privacy is costing the world an estimated \$455B¹ every year. Hardly a week goes by without another significant breach of security or privacy appearing in the media.

\$455B

Global cost of
security and privacy

Previous attempts at addressing this opportunity have been bespoke, highly customised, expensive and not scalable.

Scentric is delivering this innovative and disruptive technology to all Software Developers who by using standards based encryption have a low-cost way of delivering privacy for their applications.

This IP has been developed by global experts in cybersecurity, machine learning and software engineering. For the first time this is a solution that balances the needs of civil ethics and national security.

As Tim Berners-Lee made the internet usable for the masses with the World Wide Web, Scentric is set to revolutionise privacy for the internet - making it available to the masses through the concept of a "Personal Privacy Account".

With the most sought after patents for cyber security now owned by Scentric; its first major customer about to launch, a Software Development Kit ready for market – the stage is set for full commercialisation of this capability.

*The biggest security challenge facing society and business are the
2.1B Smartphones*

4 and 5G networks, the rise of Internet of things (IoT), mobile money and cloud storage every citizen in the world both socially and in business faces the growing challenge of communication and content being intercepted both in transit and in storage. That threat grows exponentially with the number of devices.

This is affecting every area of society; Company valuations; Government Policy; National Defence; Corporate Governance to name just some of the areas where society is being impacted by this challenge.

¹ GSMA Intelligence / CAICT June 2016

Scentric: The time is right for a new approach

With a vision for every citizen (personally and in business) to have their own Privacy Account. - empowering users with the tools to manage their privacy across all devices, platforms and applications. This is the new 'utility' that delivers a mass market, affordable solution that is a win for: consumers, business and governments.

The Company has created the world's first standards based privacy protocol for the internet, which gives developers a standard, replicable way to add privacy to applications. This server based IP has a very high barrier to entry with the following revenue streams:

- A SaaS Key Management Platform – “Privacy Accounts” for all
- An Application Programming Interface (API) now ready for all major platforms.
- White label Mobile Application for secure sms and email (with other pivotal apps to follow)

Underpinning this technology are some of the most sought after patents for cyber security. Man-in-the-Middle (MitM) Patents have been granted in Europe, China and Japan, which has also granted the “Blackberry” patent.

This solution is highly disruptive. Social media and other technology companies rely on being able to form detailed profiles on users by using big data techniques to understand user behaviour and preferences. Scentric can encrypt all content; photos, videos, messages and files. However, as Scentric doesn't store data – solely the management and distribution of keys we are in an ideal place to mediate between consumers and vendors. Using Machine Learning techniques to enable vendors to have profiling information, without seeing the detailed content and with the permission of consumers.

This is set to have a transformational affect in the market. Aside from the huge opportunity from selling this to Telcos and Application Developers, there is the potential for an even larger opportunity for investors.