SALUS Veloxiti AI Works Partnership Press Release

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GROUP SALUS, VELOXITI AI WORKS ANNOUNCE PARTNERSHIP TO BUILD AI-DRIVEN CYBER INCIDENT AND REPUTATION MANAGEMENT SYSTEM
Veloxiti AI Works Becomes Major Investor in Group Salus; Provides $250K to Support Development of New Product Aimed at Small and Medium-Sized Businesses

ATLANTA June 2, 2020 – Group Salus and Veloxiti AI Works today announced a joint development partnership to create an artificial intelligence-based cybersecurity incident mitigation system that will help small and medium sized business both manage through a cyber incident and execute a strategic communications plan to protect their reputations after a cyberattack.

Believed to be the first of its kind, the cloud-based Salus Incident Management Platform™ (SIMP™) enables smaller companies to identify the resources, people and organizational structure they will need to prepare for a cyberattack, then guide them step-by-step to both mitigate the attack and develop and execute a communications strategy that will help reduce potential harm to their reputations that could result in a loss of revenue.

The SIMP will allow companies to automatically assess their cyber response readiness, construct a viable response plan, and practice simulated cyber incidents. When an incident occurs, the customizable SIMP will guide the response team through all aspects of the issue management, assign and track tasks, automatically log the history of the incident, alert identified stakeholders, provide access to proprietary and professionally prepared communications templates and materials including press releases, FAQs, letters to customers, etc. The SIMP will also serve as a storage site for critical contact information.

Many experts believe small to medium-sized businesses are the most vulnerable targets for cyber criminals. A report by the Ponemon Institute found that 47 percent of small and medium-sized businesses have no understanding of how to protect their companies from cyberattacks with many of them out of business within six months of the attack.

"Most small and medium-sized businesses are completely unprepared for managing the reputational risk and brand/business damage related to a cyber crisis," said Group Salus Founder Scott Marticke. "How will you uncover and react to an incident?" What are you going to say to your customers, vendors, and other stakeholders? How will you respond to media inquiries? You cannot defend your company in response to a cyber-

attack unless you have a communication strategy in place; one that works in tandem with your cybersecurity technology plan."

"Our solution will give small businesses an affordable and easy to use technology solution that will them build a plan to respond to a cyber incident and integrate the activities – in real time – of a diverse response team of experts such as technology managers, lawyers and communications specialists to address the situation," said Veloxiti AI Works CEO Larry Lafferty. "The AI automatically alerts each person of the key tasks they need to complete while making sure the entire team is aware of what each person is doing, seamlessly."

As part of the joint development partnership, Veloxiti AI Works is contributing $250K in product development support in return for a 49 percent ownership of Group Salus, an emerging company founded by Marticke and co-founders Mark Goldman and William Marks. The trio has more than 100 years of combined marketing, branding and corporate communications experience.

Group Salus' Advisory Board includes:
- Benn Konsynski – George S. Craft Distinguished University Professor of Information Systems & Operations at the Goizueta Business School at Emory University.
- Darrin Reynolds – Former head of Amazon's Emerging Regulations program for the corporate Information Security Team.
- Gary Cooper – Founder and Managing Partner of Aptitude Ventures.
- Ken Bernhardt – Dr. Bernhardt was Regents Professor of Marketing and Taylor E. Little, Jr. Professor of Marketing, and Chairman of the Marketing Department at Georgia State University.
- Kelly Caffarelli – First president of the Home Depot Foundation, a position she held for over a decade.
- Karen Robinson – Longtime technology entrepreneur who has built several companies including Nanolumens, also led the development of Opportunity International, a successful global micro-finance organization.
- Jennifer Ready -- Founder and Partner at Narwhal Digital with 20 years in digital marketing.

Veloxiti AI Works' artificial intelligence technologies were developed over many years with the U.S. Department of Defense. Veloxiti recently received an investment for use of this technology in financial applications. The company is bringing those advanced capabilities to the commercial marketplace. With Veloxiti AI Works' solutions, human decision-making can be greatly enhanced, skilled workers' performance amplified, and the promise of Big Data based solutions made a reality.

Lafferty has 30 years of experience in software engineering, research and development for both military and commercial customers. Most recently, he led the development of a system for the U.S. Army that enables a distributed command staff to respond quickly and collaboratively to complex battlefield events.   For commercial clients, he has

developed knowledge-based applications in domains such as equipment condition assessment, the oil-and-gas industry, and finance.

For more information on the new Group Salus cybersecurity incident mitigation and reputation management platform contact: smarticke@groupsalus.com.

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