



Letter from the President of Data443 Risk Mitigation, Inc. (OTCPK: LDSR)

January 29, 2018

Greetings!

As we continue our business plan of developing and acquiring product sets in the data & cyber security realm, we feel that some background information on the organization and its future plans are in order.

Our Business

The change of operating name on December 21, 2017 signifies a new beginning for the organization. As the name implies – Data443 is focused on the security of Data ('443' represents Secure Sockets Layer (SSL) – or what you see on secured websites – http(s)). Another description of our main name may be - 'Mitigating Risk by Securing your Data'. Risk is something every organization manages as part of their standard operating and decision-making process – we want to help them mitigate and manage that.

The company operates by a set of guiding principles, primarily set as: Identify product & solution 'market whitespace' existing in the market, identify acquisition target products/companies that fulfill product and customer profile requirements, and/or Build/Integrate the rollup candidate organizations into a larger operating umbrella – focusing heavily on customer experience and adoption into their existing investments made in the cyber security, cyber operations, data protection and management realms. We also leverage existing and new skillsets in our (and partner) organizations to introduce unique product offerings that also encompass cyber response, data and identity governance, blockchain ledgers and other distributed big-data oriented capabilities.

Our focus is to enable organizations of all types, sizes and locations to properly secure their data – in myriad methods. Our leadership have always operated on the principal that 'Security' can and should be a business enablement capability – not a hindrance. We acquire or develop products and solutions accordingly.

Our Clientelle

As continued data exposures, loss and hacks occur, the very real risks and costs continue to be reinforced to our target markets. The effort and costs expended to protect these corporate assets continue to grow significantly daily – and there is no preference by thief's/vandals for any specific industry, geography or company size. Our primary focus is to develop products and solutions that all organizations can take advantage of to protect their assets. This product focus enhances our capabilities to support our clients – in their preferred method. The delivery channel is quite broad and diverse; however, our solution set is designed to be delivered and consumed in the simplest and least technically

complex architecture as possible. We leverage existing capabilities our clients may already have (database capabilities, scaling, etc.) – and augment with partners where required. Additionally, all of our solution offerings have cloud-based delivery capabilities for clients wishing to take advantage of those benefits.

Our target market is broadly defined as ‘those who have data assets to protect’. In the recent past, a more focused target market would have been specified (Financial Services Sector, Healthcare, etc.) however, the costs, speed and material impact for ANY organization has accelerated to the point where we work with clients of all sizes – from 5 employees to over 200,000 employees.

Additionally, the upcoming data privacy legislation in the European Union (The GDPR) and its global impact to almost every business in the world continues to drive significant interest in our offerings from all regions and industry sectors. We expect this to accelerate and grow in breadth as additional legislation is enforceable either by business jurisdiction or new laws and acts put in place (at state or federal levels).

The Future

While disclosure of specific targets and capabilities are premature until they have been closed, we hope to close several acquisitions in the near term and continue product development based on the solutions that those acquisitions add to our growing customer and capability list. As we complete due diligence and negotiations, we will be making specific announcements for each acquisition, what it means for the market, our shareholders and most importantly – our customers.

We strive to grow rapidly in the data security, governance, compliance and protection space – a target market that continues to experience considerable growth per customer and expansion into new markets.

Thank you for your support of Data443, we will continue to announce specific information as it becomes available for publication.

Sincerely,

Jason Remillard, President

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About DATA443 Risk Mitigation, Inc.

DATA443 Risk Mitigation, Inc. (OTCPK: LDSR) (<http://www.data443.com>) is actively developing and acquiring cyber-security products & service offerings that are central to blockchain, cyber data security, GDPR, compliance and governance capabilities. The Company develops its own technologies and has an active acquisitions program in place.

Forward-Looking Statements

Except for the historical information contained herein, the matters discussed in this press release are forward-looking statements. Actual results may differ materially from those described in forward-looking statements and are subject to risks and uncertainties. See DATA443 Risk Mitigation, Inc.'s filings with the SEC, which may identify specific factors that may cause actual results or events to differ materially from those described in the forward-looking statements.

For Further Information

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