

Safeguard Scientifics to Host A Virtual Discussion With Flashtalking

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RADNOR, Pa., Aug. 21, 2020 /PRNewswire/ -- [Safeguard Scientifics, Inc.](#) (NYSE: SFE) ("Safeguard" or the "Company") announced that it will host a virtual discussion with John Nardone, CEO of Flashtalking at 10:00 a.m. ET on Wednesday, September 16, 2020.



This virtual discussion is the second in Safeguard's recently launched program to provide shareholders with additional information about Safeguard's ownership interests and exposure to the CEOs of Safeguard's companies.

Flashtalking is the leading global independent ad management platform for advertisers. Its platform enables brands to create, activate and independently measure data driven digital advertising at scale, and to optimize advertising campaign effectiveness by driving personalized message relevance.

Flashtalking is the leading alternative to Google for advertisers who value ownership and control of their media data. Since Flashtalking is not conflicted by having any roll in media buying, it is certified with all major demand side platforms and publishers and has extensive partner integrations across the digital media ecosystem.

Safeguard holds a 13.4% ownership interest in Flashtalking.

Mr. Nardone joined Flashtalking as its CEO in April 2015 and has spent over 30 years in the advertising sector. Prior to joining Flashtalking, Mr. Nardone's roles included: brand manager at Procter & Gamble and Pepsi; President, International at Modem Media, Co-President of Marketing Management Analytics; and CEO of [X+1], which he sold to Rocketfuel in 2014 for \$230M. In 1994 while at Modem Media, Nardone placed the first paid ads on the Internet. In 1995, John was a founding board member of the industry trade association, the Internet Advertising Bureau (IAB).

To attend the virtual discussion, please register at:

https://us02web.zoom.us/webinar/register/WN_OpNWBANANSVWQZgOU1JaBVg

Participants are encouraged to dial-in 15 minutes prior to the start of the event. The virtual discussion will also be accessible for replay later at the Safeguard Scientifics, Inc. Investor Relations website.

About Safeguard Scientifics

Historically, Safeguard Scientifics (NYSE:SFE) has provided capital and relevant expertise to fuel the growth of technology-driven businesses. Safeguard has a distinguished track record of fostering innovation and building market leaders that spans more than six decades. Currently, Safeguard is pursuing a focused strategy to value-maximize and monetize its ownership interests over a multiyear time frame to drive shareholder value. For more information, please visit www.safeguard.com.

About Flashtalking

Flashtalking is a data-driven ad management and analytics technology company. The company helps sophisticated marketers use data to personalize advertising, analyze its effectiveness and

optimize performance across channels and formats. Flashtalking's platform leads the market with innovative products and services to ensure creative relevance and unbiased, actionable insights, powered by proprietary cookieless tracking, data unification and algorithmic attribution. Born in the UK, established worldwide, Flashtalking spans the globe with offices in New York, San Francisco, Los Angeles, Chicago, London, Leeds, Cologne, Amsterdam, Milan, Paris, Barcelona, Brasília, Tokyo, Singapore and Sydney. For more information, please visit www.flashtalking.com.

Forward-looking Statements

Except for the historical information and discussions contained herein, statements contained in this release may constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Our forward-looking statements are subject to risks and uncertainties. Forward-looking statements include, but are not limited to, statements regarding Safeguard's ability to maximize the value of monetization opportunities of its ownership interests and drive total shareholder returns. Safeguard's initiatives taken or contemplated to enhance and unlock value for all of its shareholders, Safeguard's efforts to execute on and implement its strategy to streamline its organizational structure, reduce its operating costs, pursue monetization opportunities for ownership interests and maximize the return of value to its shareholders, Safeguard's ability to create, unlock, enhance and maximize shareholder value, the effect of Safeguard's management succession plan on driving increased organizational effectiveness and efficiencies, the ability of the management team to execute Safeguard's strategy, the availability of, the timing of, and the proceeds that may ultimately be derived from the monetization of ownership interests, Safeguard's projections regarding the reduction in its ongoing operating expenses, Safeguard's projections regarding annualized operating expenses and expected severance expenses, monetization opportunities for ownership interests, and the amount of net proceeds from the monetization of ownership interests that will enable the return of value to Safeguard shareholders after satisfying working capital needs and the timing of such return of value. Such forward-looking statements are not guarantees of future operational or financial performance and are based on current expectations that involve a number of uncertainties, risks and assumptions that are difficult to predict. Therefore, actual outcomes and/or results may differ materially from those expressed or implied by such forward-looking statements. The risks and uncertainties that could cause actual results to differ materially include, among others, our ability to make good decisions about the monetization of our ownership interests for maximum value or at all and the return of value to our shareholders, our ability to successfully execute on our strategy to streamline our organizational structure and align our cost structure to increase shareholder value, whether our strategy will better position us to focus our resources on the highest-return opportunities and deliver enhanced shareholder value, the ongoing support of our existing ownership interests, the fact that our companies may vary from period to period, challenges to achieving liquidity from our ownership interests, fluctuations in the market prices of our publicly traded holdings, if any, competition, our inability to obtain maximum value for our ownership interests, our ability to attract and retain qualified employees, market valuations in sectors in which our ownership interests operate, our inability to control our ownership interests, our need to manage our assets to avoid registration under the Investment Company Act of 1940, risks, disruption, costs and uncertainty caused by or related to the actions of activist shareholders, including that if individuals are elected to our Board with a specific agenda, it may adversely affect our ability to effectively implement our business strategy and create value for our shareholders and perceived uncertainties as to our future direction as a result of potential changes to the composition of our Board may lead to the perception of a change in the direction of our business, instability or a lack of continuity that may adversely affect our business, and risks associated with our ownership interests, including the fact that most of our ownership interests have a limited operating history and a history of operating losses, face intense competition and may never be profitable, the effect of economic conditions in the business sectors in which Safeguard's companies operate, and other uncertainties described in our filings with the Securities and Exchange Commission. Many of these factors are beyond the Company's

ability to predict or control. As a result of these and other factors, the Company's past operational and financial performance should not be relied on as an indication of future performance. The Company does not assume any obligation to update any forward-looking statements or other information contained in this press release.

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