



Press kit

Smarter background checks



certn.co

About Certn

Leveraging both artificial intelligence and machine learning into their technology, Certn is offering businesses around the world a new solution to bring trust back into the workforce. Providing businesses with a variety of different tools to help characterize and evaluate people from not only the beginning of the candidate journey but throughout their respected careers assists in building a culture of trust within your organization.

With smart technology being the focal point of Certn, corporations are now able to make better decisions at a faster pace with easy-to-use software. Certn provides peace of mind to organizations that can now validate someone's identity and make a better risk decision quicker.

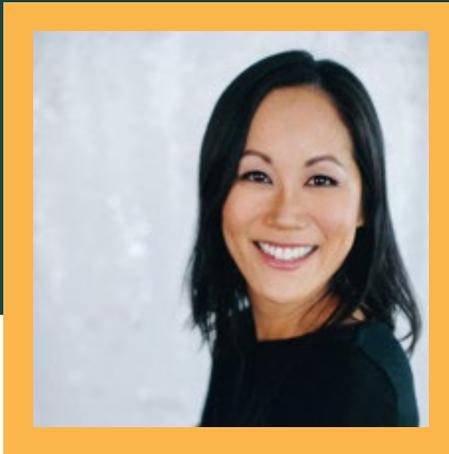




REED KIPP



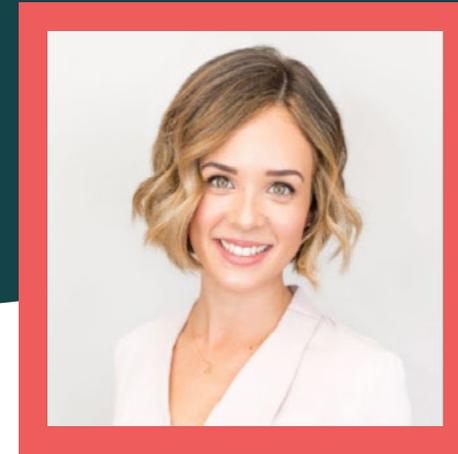
“There have been a number of cases where Certn has found critical information that even most experienced property managers would have missed, potentially saving us thousands of dollars”



SUSY KO



“Certn is a truly disruptive technology in the background check industry. Certn delivers a service in minutes that takes other vendors days AND they do it for a third of the cost. Their simple, completely online, process make background checks easy for both employers and candidates”



KIERA ROETS



“Certn is leaps and bounds ahead of their competition. They are more efficient and cost-effective plus I get the data I need in a really easy-to-read format that is easy to share with the hiring team and to add to their employee file. Plus, their customer support team is top-notch; I can't wait to keep working with them!”



Tech & Innovations

- ✓ Leverage data science, machine learning, and artificial intelligence (AI) to predict the future
- ✓ Largest risk-relevant database and more direct connections with courts and police services than anybody
- ✓ An award-winning solution offering the fastest, most comprehensive reports ever made
- ✓ User-friendly reports
- ✓ Seamless integration

Offers peace of mind to organizations looking to make a hiring decision

Select your checks

- ID Verifications ✓
- Criminal Record Check ✓
- Credit Checks +
- Motor Vehicle Record +
- Employment Verification +

Screen Applicant

- Complete

Justin Torres	Action Required
Andi Wong	Partial
Marlene Campbell	Waiting on Candidate
Otto Santini	Sent
Shad Riverjack	Sent

Applicant Information

NAME: Ines Chapman DATE: 02-1

Certn Rating Cleared

ID Verification Returned	Financial Results Returned	Criminal Record Returned
Security Watch List Returned	SSN Verification Returned	International Record Incomplete

Financial Details Cleared

Progress bar: [Green] [Green] [Green] [Yellow] [Orange] [Red]



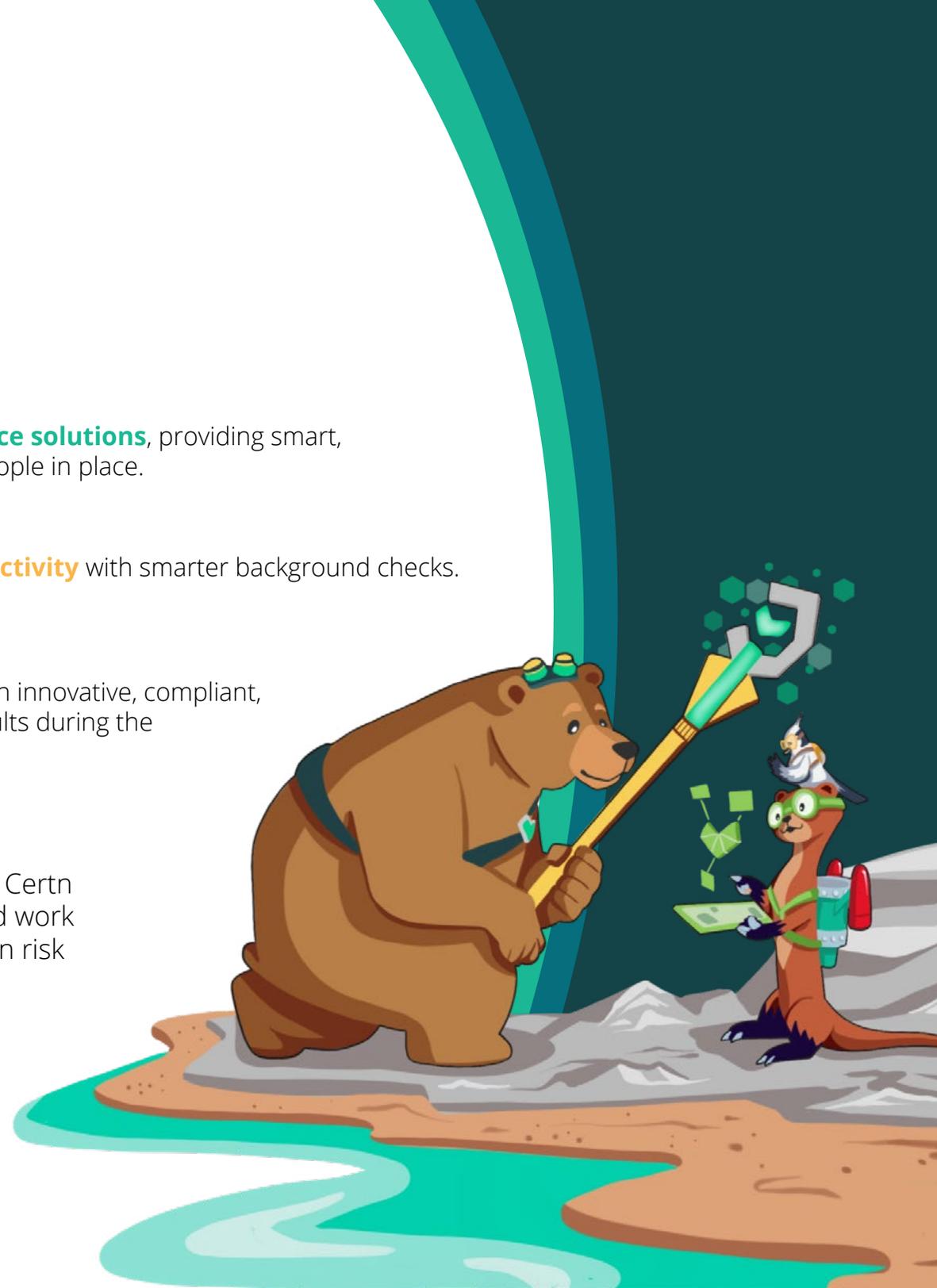
Key Messages

Certn is the global leader in **human risk intelligence solutions**, providing smart, comprehensive applicant profiles to get the right people in place.

Certn transforms companies' **workflow and productivity** with smarter background checks.

Certn is accelerating the **global trust economy** with innovative, compliant, transparent tools that provide quick verification results during the screening process.

A leader in the BC tech startup community, Certn is facilitating the global shift to remote hiring and work and building diversity with its approach to human risk intelligence solutions.



Fact Sheet

53%

of all job applications
contain inaccurate
information

**\$7000
to
\$10,000**

is the average cost
of hiring the wrong
candidate

75%

of employers have
hired the wrong
person

58%

of employees that were hired without a
background screen didn't produce the
proper quality of work

58%

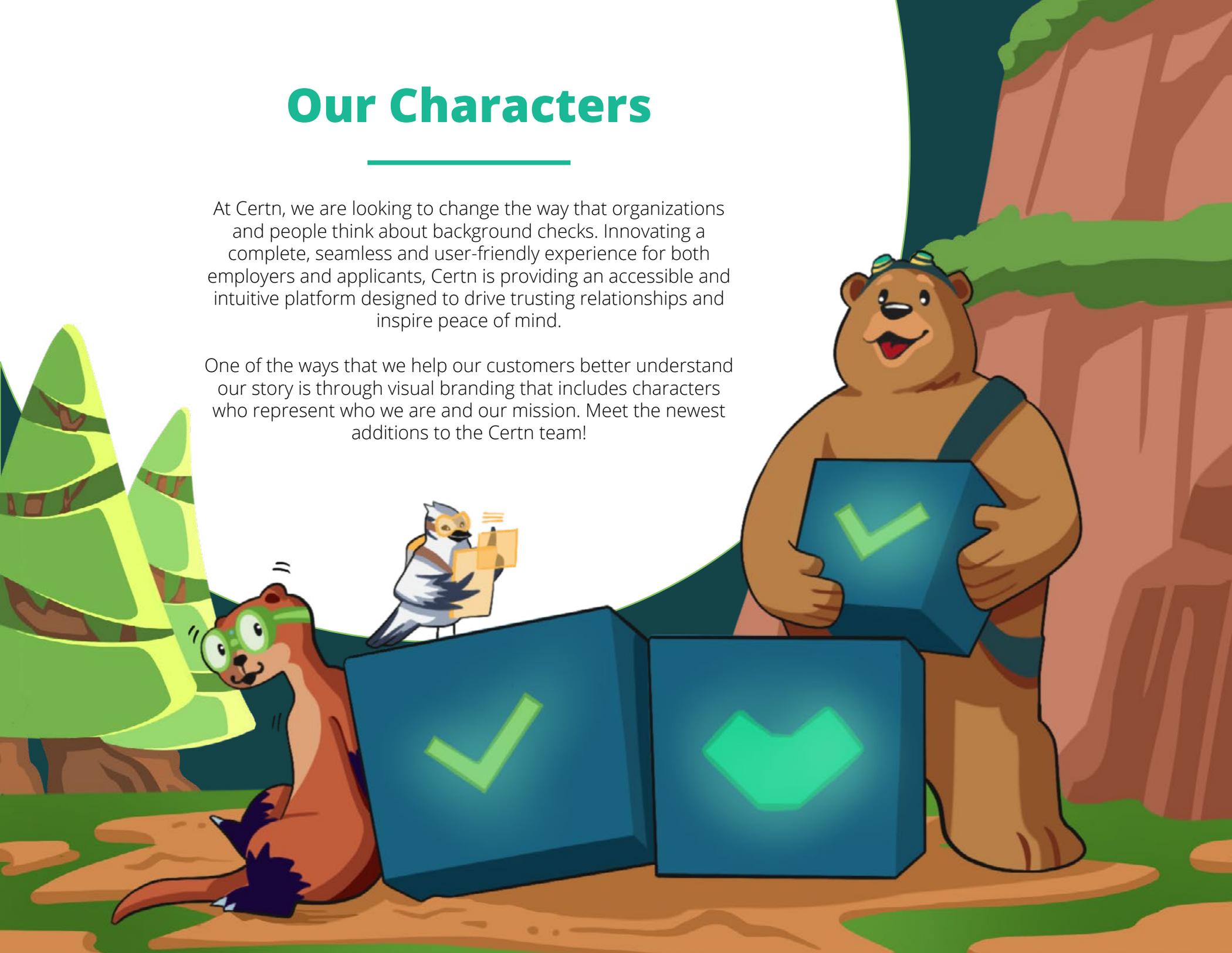
of the workforce is
shifting online by 2025

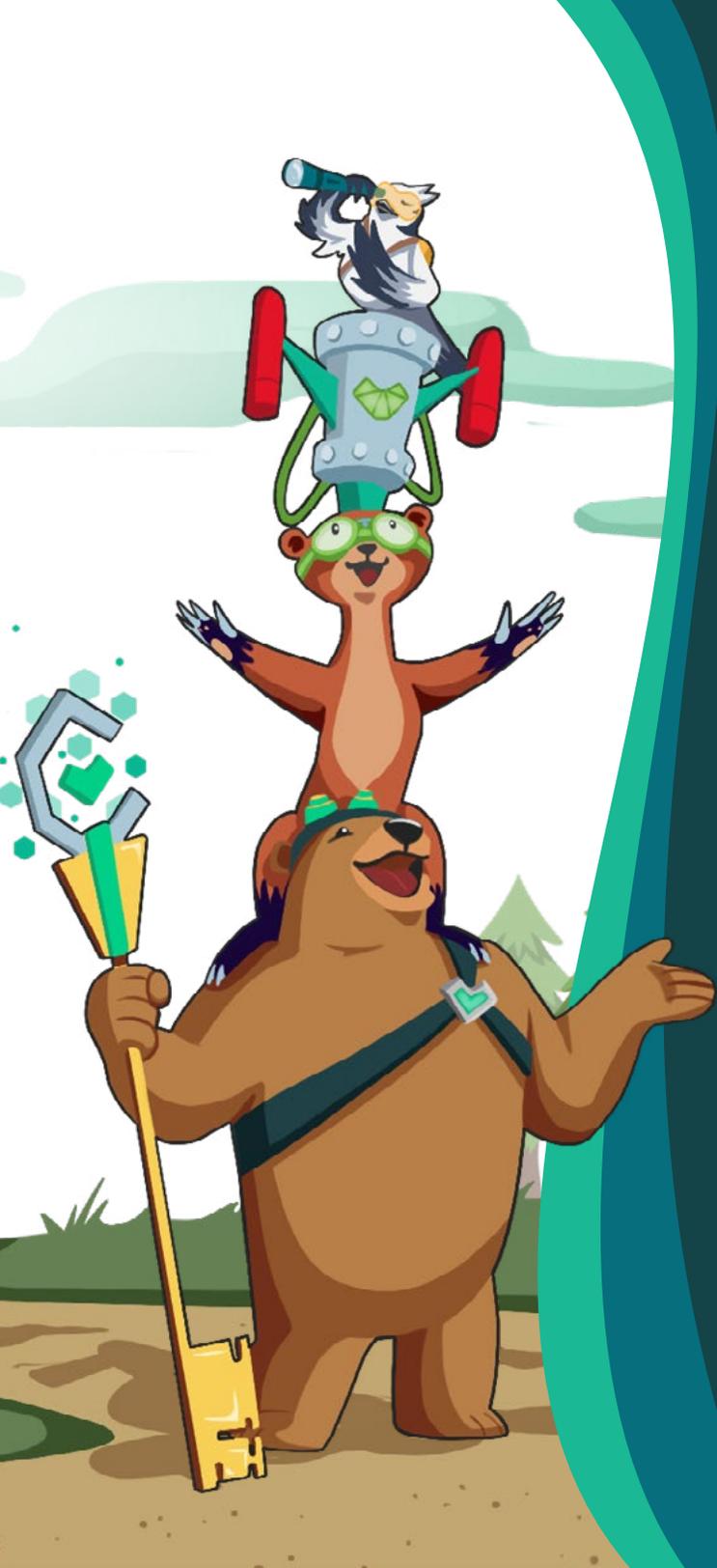


Our Characters

At Certn, we are looking to change the way that organizations and people think about background checks. Innovating a complete, seamless and user-friendly experience for both employers and applicants, Certn is providing an accessible and intuitive platform designed to drive trusting relationships and inspire peace of mind.

One of the ways that we help our customers better understand our story is through visual branding that includes characters who represent who we are and our mission. Meet the newest additions to the Certn team!





Meet Rosa

Agile, Friendly & Understanding

Rosa represents the freedom to seek out new opportunities and the agility that Certn offers organizations around the world. She is a friendly, understanding individual who wants to help out her friends in the world of background screening. Certn's variety of background check solutions are shown through Rosa as she goes above and beyond to get any job done. Rosa is always there for her friends and provides them with all the right tools necessary to achieve success.

Meet Ollie

Reliable, Innovative & Versatile

Ollie is the small, but mighty engine that keeps Certn going. His speed, independence and versatility drives the innovation necessary to ensure products stay up-to-date and our customers remain competitive in their industries. Ollie represents the possibility that anyone, regardless of company size, has the power, drive and intel to excel and grow beyond previous benchmarks!

Meet Magnus

Strong, Brave & Helpful

Magnus, a wise and powerful guide, represents Certn as the natural protector for clients and the other characters. Thoughtful and empathetic, Magnus aims to protect everyone in the forest from any possible threats while building long-lasting trust. Carrying the key staff, Magnus is able to shine a light on any uncertainty and unlock opportunities for all.

Our Logos

Platform

This is our primary company logo, consisting of both an icon and a watermark. This icon is to be used for everything involving the general company.

Icon



Logo



This logo is used to represent Certn Lime, which is our pay-as-you-go version of Certn that is directed toward small/medium businesses.



This logo is to be used to represent MyCRC, our product which provides personal background checks to individuals.



Contact

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To learn more visit:

certn.co

Please contact media@certn.co for questions, comments, quotes, photos, and PR samples.

