Zoomd continues on the growth path by adding Mexico-based leading magazine, El Universal, to the company's portfolio of publishers

VANCOUVER, BC, Sept. 14, 2022 /CNW/ — Zoomd Technologies Ltd. (TSXV: ZOMD) (OTC: ZMDTF) and its wholly-owned subsidiary Zoomd Ltd. (collectively, **"Zoomd"** or the "**Company**"), the marketing tech (MarTech) user-acquisition and engagement platform, is pleased to announce it has signed a new publisher agreement with Mexico-based El Universal magazine on July 6, 2022. Pursuant to the arrangement, Zoomd's on-site search engine is expected to be embedded within the noted publishers' websites.

El Universal is one of the most visited Spanish-language news websites in the world[1], ranking in the top 1,000 worldwide in terms of traffic, with over 44 million visitors and over 120 million page views per month[2].

The onboarding process included both mobile and desktop integrations. Zoomd's award-winning technology, coupled with its advanced ML algorithm and NLP, leads publishers to scale their businesses, monetize their content, and get quality search-based results.

ABOUT ZOOMD:

Zoomd (TSXV: ZOMD) (OTC: ZMDTF), founded in 2012 and began trading on the TSX Venture Exchange in September 2019, offers a site search engine to publishers, and a mobile app user-acquisition platform, integrated with a majority of global digital media, to advertisers. The platform unifies hundreds of media sources into one unified place. Offering advertisers, a

user acquisition control center for managing all new customer acquisition campaigns using a single platform. By unifying all these media sources onto a single platform, Zoomd saves advertisers significant resources that would otherwise be spent consolidating data sources, thereby maximizing data collection and data insights while minimizing the needed resources Further, Zoomd is a performance-based platform that allows advertisers to advertise to the relevant target audiences using a key performance indicator-algorithm that is focused on achieving the advertisers' goals and targets.

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the Exchange) accepts responsibility for the adequacy or accuracy of this release.

DISCLAIMER IN REGARD TO FORWARD-LOOKING STATEMENTS

This news release includes certain "forward-looking statements" under applicable Canadian securities legislation. Forward-looking statements include, but are not limited to the success of El Universal's integration within the Zoomd ecosystem and the overall future growth of the Company and its prospects. . Forward-looking statements are based on our current assumptions, estimates, expectations and projections that, while considered reasonable, are subject to known and unknown risks, uncertainties, and other factors that may cause the actual results and future events to differ materially from those expressed or implied by such forward-looking statements. Such factors include, but are not limited to: general business, economic, competitive, technological, legal, privacy matters, political and social uncertainties (including the impacts of the COVID-19 pandemic, the current war in Ukraine and the current market downturn), the extent and duration of which are uncertain at this time on Zoomd's business and general economic and business conditions and markets. There can be no assurance that any of the forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward-looking statements. The Company disclaims any intention or obligation to update or revise any forward-looking statements, whether because of new information, future events or otherwise, except as required by law.

The reader should not place undue importance on forward-looking information and should not rely upon this information as of any other date. All forward-looking information contained in this press release is expressly qualified in its entirety by this cautionary statement.

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[1] https://www.crunchbase.com/organization/el-universal

[2] https://www.similarweb.com/website/eluniversal.com.mx/#traffic

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