

Zoomd Launches a DSP Service, Increasing Revenue Projections for FY2021

Zoomd's new Programmatic Demand Side Platform (DSP) service increases audience and media reach potential to nearly 100% of global smartphone users, complimenting the premium channels available on Zoomd's SaaS platform

VANCOUVER, BC, March 17, 2021 — **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, announces it has launched a new DSP (Demand Side Platform) service that significantly increases its publishing media reach to nearly full global coverage.



Management believes that the immediate result of this new service launch, alongside its organic growth and planned M&A activities, may result in an increase of year-over-year revenues for the year ending December 31, 2021. The revenue increase is expected to be driven by organic growth, the new DSP services and acquisitions of businesses. Additional details about the Company's projections will be contained in the Company's Management Discussion & Analysis which will be available later this month.

The new DSP service has been introduced via a white-label agreement with a DSP platform provider and is now available as an integral part of the Zoomd SaaS platform.

“Zoomd becomes a significant global player in the AdTech / MarTech space,” says Amit Bohensky, Chairman and Co-Founder of Zoomd, adding “our new DSP service puts us in the same product offering category of the largest AdTech companies in the world and we believe that this service, coupled with our growth and M&A strategy, will propel the company into an accelerated business success.”

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 more than 600 media sources into one unified dashboard. 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 resources spent on the exercise. 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, statements with respect Zoomd’s benefiting from the new DSP product, its growth strategy being successful, its revenue increasing, its ability to consummate acquisitions and its ability to further grow and expand its client base as a result. 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 which 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 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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