

## **Zoomd signs agreement with GMA Networks in the Philippines**

Zoomd adds data about an additional 200 million monthly page views to monetizing targeted publishing as GMA Networks plans to embed Zoomd Search Tech in its leading news website

VANCOUVER, BC, Feb. 19, 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, is pleased to announce it has signed an agreement with GMA Networks, Philippines’ leading news and sports website publisher, to embed Zoomd’s on-site search engine within GMA’s platform.



The relationship with Zoomd is expected to increase of page views, decrease bounce rate, and extend average session length for the 200+ million monthly GMA web visitors.

The Company’s advanced Artificial Intelligence (AI) and Natural Language Processing (NLP) technology aims to provide new advantages to publishers by optimizing site traffic via on-site search, and guiding advertisers in managing their user acquisition (UA) across hundreds of media channels.

“We plan to pursue new client onboarding rigorously,” says Amit Bohensky, Chairman and Co-Founder of Zoomd. “This is a hot period for our sector and we intend to maximize monetization opportunities and target regional expansion, getting more publishers and more clients to adopt Zoom onto their platforms. The Philippines is an important and strong market

for us and we welcome GMA to our line of top-tier publishing clients.”

## **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.

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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 to GMA Network’s expected page views, Zoomd’s benefiting from the relationship and Zoomd’s ability to further grow and expand its regional partnerships and obtain new clients as a result. Forward-looking statements are necessarily based upon several estimates and assumptions 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

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