Zoomd Signs agreement with Snapchat and receives Snapchat marketing partner certification

Zoomd becomes certified by Snapchat to allow marketers using Zoomd's self serve, SaaS products to launch, monitor, and optimize user-acquisition campaigns on Snapchat

VANCOUVER, BC, Nov. 11, 2021 /CNW/ — Zoomd Technologies Ltd. (TSXV: ZOMD) (OTC: ZMDTF) (https://www.zoomd.com) and its wholly-owned subsidiary Zoomd Ltd. (collectively, "**Zoomd**" or the "**Company**"), the marketing tech (MarTech) user-acquisition and engagement platform, today reported it has signed a formal marketing partner agreement with Snapchat on November 3, 2021 for becoming Snapchat certified marketing partner.

Since its launch in 2011, Snapchat became known for its "mobile-first" social experience. Snapchat places significant emphasis on users interacting with virtual stickers and augmented reality objects. As of July 2021, according to Snapchat's reports, Snapchat had 293 million daily active users worldwide, a 23% growth over a year.

"We are thrilled to be among the few global tech companies that are certified partners and integrated with Snapchat directly via their API, enabling advertisers to easily run campaigns using Snapchat's special ad formats, technology and capabilities, all under the Zoomd's interface," says Ofer Eitan, Zoomd CEO.

With this new marketing partnership, via Zoomd's self-serve products, subscribed advertisers

will be afforded the ability to directly track, measure, automate, and optimize Snapchat user-acquisition campaigns on the Zoomd platform. Advertisers can seamlessly run Snapchat campaigns alongside other multiple campaigns across different social channels including Facebook, Instagram, TikTok, Twitter, Apple Search, and Google, all from a single dashboard.

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 future ability to successfully integrate Snapchat into its platform and provide for a good user experience. 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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