

Zoomd Signs Latin American Agreements Expected to Generate Additional \$5M USD in Annual Sales

VANCOUVER, British Columbia, Feb. 18, 2020 — **Zoomd Technologies Ltd.** (TSXV: ZOMD) (<https://www.zoomd.com>) and its wholly-owned subsidiary Zoomd Ltd. (collectively, “**Zoomd**” or the “**Company**”), the online advertising management platform, is pleased to announce today its expansion into Latin America (“**LATAM**”). Zoomd is in the process of onboarding Brazilian Banco Original, Magazine Luiza and other companies based out of LATAM, and management is expecting that these new LATAM agreements will generate approximately \$5USD million in annual revenue during the term of the engagement.



“Latin America is becoming an important market for us,” said Zoomd CEO and co-founder Ofer Eitan, adding, “It is our next expansion target following a successful entry into Southeast Asian markets last year and part of our overall global growth strategy. We expect to be signing additional Latin American clients over the next 12 months, increasing our revenue from the region.”

About Zoomd:

Zoomd (TSXV: [ZOMD](#)), 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.

Zoomd's unified platform delivers significant advantages for digital publishers and advertisers, including unified User Acquisition (UA) management, significant cost savings and advanced site search solution based Natural Language Processing (NLP) coupled with artificial intelligence (AI).

Zoomd provides services to companies in the realms of e-commerce, financial tech, food, goods delivery, and other helping businesses maximize user acquisition actions and overall ad campaign effectiveness. Companies of note include Alibaba, Shein, Oyo, Poker Stars, Grammarly, IAC and more

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This news release includes certain "forward-looking statements" under applicable Canadian securities legislation. All statements other than statements of present or historical fact are forward-looking statements. Forward-looking statements are often, but not always, identified by the use of words such as "anticipate", "will", "achieve", "could", "believe", "plan", "intend", "objective", "continuous", "ongoing", "estimate", "outlook", "expect", "project" and similar words, including negatives thereof, suggesting future outcomes or that certain events or conditions "may" or "will" occur. These statements are only predictions, including, but are not limited to, statements with respect to the successful relationship with the LATAM companies noted, the successful onboarding of the LATAM companies noted and the expected revenue from such agreements. Forward-looking statements are based upon opinions, estimates and assumptions by management, based on then-available information that, while considered reasonable, are subject to known and unknown risks, uncertainties, and other factors beyond control of the Company, any one or more of 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, political and social uncertainties; the ability of Zoomd to successfully onboard the LATAM clients; the ability of Zoomd to expand into LATAM; and the ability of Zoomd to generate the expected revenue from the agreements entered with the LATAM companies. 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 and no assurance can be given that the expectations reflected in any forward-looking statements will prove to be correct. Zoomd 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.


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