



Venzee's Mesh Connector™ Technology Simplifies Content Distribution and Increases Global Sales for Enterprise Client

Venzee helps client transform their business by automating syndication processes and unlocking infinite product data expression

CHICAGO, June 17, 2021 /CNW/ - [Venzee Technologies Inc.](#) (TSXV: VENZ) (OTCQB: VENZF) ("**Venzee**" or the "**Company**"), the leading product content platform used by consumer brands to syndicate critical, consumer-facing product information to any global retailer, received a valuable [case study](#) from a luxury canvas art brand that operates with global retail distribution.

In order to maintain its competitive edge, the brand sought a way to automate product information distribution and expand to more selling channels. As the majority of their sales are online, it was critical that the client provide retailers with detailed product information to assist the buying decisions of potential customers. This continues to be a growing pain point in the industry as more consumers shop online and demand more accurate, real-time information about their purchases.

The client was struggling with the time, effort and cost associated with manual distribution of their product data to retailers. After integration with Venzee Mesh Connectors™, the client significantly reduced manual labor, decreased errors and, perhaps most importantly, increased sales as the direct result of adoption of Venzee's intelligent product content platform.

"We were doing everything manually. Copying and pasting our product data for every single retailer. One image would create 10 SKUs. If we had to upload 70,000 images, we would have 700,000 SKUs. That's impossible for a human to do alone, but it's possible with automation," said the client's Director of Business Development.

"It was the perfect solution for us... Before it took forever to upload all the data into the retail channels. It's not just populating the spreadsheets - there's just so many aspects like back and forth communication and fixing errors. **The never-ending process became just a 15-20 minute weekly call with Venzee.**"

Integration with Venzee's Mesh Connectors™ allowed the client to spend more time growing their business, rather than dealing with product data for all their retailers. The client reported drastic growth in sales after using Venzee. "We were able to survive due to Venzee's technology. Venzee saved the day by allowing us to expand to all these different channels."

According to John Sexton Abrams, CEO of Venzee, "This is an enormous testament to the deep domain knowledge and diverse skill set of our team and the solution we've created at Venzee. This client story highlights the clear benefits of automating data distribution for consumer brands and manufacturers, which has been our value proposition from day one."

Mr. Abrams continued, "Many other clients mirror the testimonials in this case study, highlighting the incredible speed to market of our technology that is unmatched by any outdated syndication solutions. As we continue to win over brands and manufacturers that have growing global content distribution needs, we anticipate our more than 400 active connections and associated revenues will continue to grow quarter over quarter from both new and existing clients looking to further automate and improve distribution to their retail channels."

For more information on this client's specific experience, read the [full case study](#) at [venzee.com](#)

About Venzee Technologies, Inc.

Venzee (TSX-V: VENZ, OTCQB: VENZF) is a product content platform used by Global Brands to speed products to market and create competitive supply chain advantages. Venzee displaces costly, labor-intensive last-mile retail processes with a low-cost, intelligent platform solution.

We believe intelligent supply chain functionality is inevitable and will significantly benefit growers, makers, brands, sellers, regulators, and consumers. At Venzee, we're building the foundation for a future where seamless, accurate, automated data flow simplifies processes, removes friction, and creates value for all those that rely on the myriad of data and information surrounding any product, anywhere.

Venzee's mission is to unlock shareholder value by creating intelligent technology that removes friction from the global supply chain. Our products disrupt and displace inefficient manual processes in favor of integrated, machine-driven solutions.

To learn more about the Venzee platform, visit [venzee.com](#)

Twitter: [@usevenzee](#)

LinkedIn: <https://www.linkedin.com/company/venzee-inc/>

Podcast: <https://www.venzee.com/resources/podcast>

On Behalf of the Board,

Peter Montross
Chief Operating Officer

Forward-Looking Information

This press release contains "forward-looking information" within the meaning of applicable Canadian securities legislation. Forward-looking information includes, but is not limited to, statements with respect to the terms of the Offering, the completion of the Offering and the expected use of the net proceeds received by the Company. Generally, forward-looking information can be identified by the use of forward-looking terminology such as "plans", "expects" or "does not expect", "is expected", "budget", "scheduled", "estimates", "forecasts", "intends", "anticipates" or "does not anticipate", or "believes", or variations of such words and phrases or state that certain actions, events or results "may", "could", "would", "might" or "will be taken", "occur" or "be achieved". Forward-looking information is subject to known and unknown risks, uncertainties and other factors that may cause the actual results, level of activity, performance or achievements of the Company to be materially different from those expressed or implied by such forward-looking information, including but not limited to: general business, economic, competitive, geopolitical and social uncertainties; and regulatory risks. Additional information about these assumptions and risks and uncertainties is contained under "Risk Factors and Uncertainties" in the Company's management's discussion and analysis for the year ended December 31, 2018, and the quarter ended August 29, 2019, which are available under the Company's SEDAR profile at [www.sedar.com](#), and in other filings that the Company has made and may make with applicable securities authorities in the future.

Although the Company has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking information, there may be other factors that cause results not to be as anticipated, estimated or intended. There can be no assurance that such information 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 information. The forward-looking information contained in this news release is expressly qualified in its entirety by this cautionary statement.

The Company does not undertake to update any forward-looking information, except as required by applicable securities laws.

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