Killi Adds 25 Million New US Accounts In The First Two Weeks of September

The addition of 25m US accounts comes on top of the 4.8m added in August

New York, New York--(Newsfile Corp. - September 15, 2020) - Killi Ltd. (TSXV: MYID) (OTC: MYIDF), a global leader in consumer privacy, announces that it has added 25 million new accounts in September, following the 4.8m account additions made in August.

The 25m new accounts represent additional scale to the Killi ecosystem, which compensates users in cash for the use of their data. Killi data is first-party and abides by all new privacy regulations, including the California Consumer Privacy Act (CCPA). The Killi solution solves the gap for brands and media agencies increasingly looking to purchase compliant data, as more scrutiny is placed on where firms are accessing their data.

Neil Sweeney, Founder and CEO of Killi Ltd., explains, "The multi-billion-dollar data market is quickly transforming to remove any data which cannot be tied directly to a consumer. If we acknowledge that all data is the digital manifestation of human identity, and money is being generated from this data sale, why aren't consumers included in the transaction?" He continues, "The goal of Killi is to redistribute wealth back to everyday citizens based on what's rightfully theirs. With unemployment at 10%, even a small redistribution of money can make a material difference to a consumer."

Killi is currently available online or via iOS or Android in five countries (US, Canada, Singapore, Australia, and New Zealand), paying users weekly while providing a transparent report that outlines what data was purchased. Users are paid in cash, making Killi the only company in the world that is fairly compensating users for the purchase of their data.

To learn more about how Killi fairly pays users via its Fair-Trade Data™ program, please visit https://killi.io/earn.

About Killi

Killi is a consumer privacy ecosystem that aims to put people back in control of their data. Killi allows consumers to take back control of their consumer data from those who have been collecting it and selling it unbeknownst to them. Available on iOS, Android as well as the web, Killi is available internationally. With Killi, consumers can opt-in and link specific personal information from various financial and social accounts that they would like to put under their control and share with companies and be compensated directly in the form of cash for its use.

Download Killi here.

FOR FURTHER INFORMATION, PLEASE CONTACT:

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Forward-Looking and Other Cautionary Statements

This news release may contain "forward-looking statements" within the meaning of applicable securities laws, including, but not limited to, the Company's strategic plans for the rest of 2020. Forward-looking statements may generally be identified by the use of the words "anticipates," "projects," "expects," "intends," "plans," "should," "could," "would," "may," "will," "believes," "estimates," "potential," "target," or "continue" and variations or similar expressions. These statements are based upon the current expectations and beliefs of management. They are subject to certain risks and uncertainties that could cause actual results to differ materially from those described in the forward-looking statements. These risks and uncertainties include, but are not limited to: the uncertainty surrounding the spread of COVID-19 and the impact it will have on the Company's operations and economic activity in general; and the risks and uncertainties discussed in our most recent annual and quarterly reports filed with the Canadian securities regulators and available on the Company's profile on SEDAR at www.sedar.com, which risks and uncertainties are incorporated herein by reference. Readers are cautioned not to place undue reliance on forward-looking statements. Except as required by law, the Company does not intend and undertakes no obligation to update any forward-looking statements to reflect, in particular, new information or future events.

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