Killi Increases Previously Announced Non-Brokered Private Placement By $1.5M Due To Strong Demand From Investors, Bringing The Total Amount Of The Offering To $4.5M

Toronto, Ontario--(Newsfile Corp. - March 5, 2021) - **Killi Ltd.** (TSXV: MYID) (the "**Company**" or "**Killi**") is pleased to announce that due to strong demand from both current and new investors the Company has increased the amount of their February 25, 2021 non brokered private placement offering (the "**Offering**") from $3 million to $4.5 million.

"Privacy changes including those most recently from Google and Apple are accelerating the trend towards consumer privacy," said Neil Sweeney CEO & Founder of Killi. "The increased demand from investors for this private placement is further validation of our approach to democratizing data for consumers as well as our rapid progress. This additional capital will help us expand on our mission at a faster rate while providing more ammunition to generate awareness of Killi."

The increase in the Offering has no impact on the unit or warrant prices which remain at $0.13 and $0.21 respectfully. For further details concerning the Offering, please refer to the Company's news release dated February 25, 2021.

About Killi Ltd.

Killi is a consumer privacy ecosystem that allows consumers to take back control of their consumer data from those who have been collecting it and selling it unbeknownst to them.

Killi is currently available online or via iOS or Android in five countries (US, Canada, Singapore, Australia, and New Zealand). Killi pays users automatically every week a cash Data DividendTM for the use of their data, making Killi the only company in the world that is fairly compensating users for the purchase of their data.

Killi is also the creator of uaretheproduct.io, a consumer-facing website that allows consumers to determine their data's value broken out by individual platforms.

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

Download Killi here.

For more information, please visit killi.io.

FOR FURTHER INFORMATION, PLEASE CONTACT:

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Foward-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 financing plans and the securities sold in connection with the Offering. Forward-looking statements may generally be identified by the use of the words "anticipates," "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 and 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 Company may not receive final approval from the TSXV concerning the Offering; the Company's ability to satisfy the closing associated with the Offering; 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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