

NEWS RELEASE

BeWhere Inc. partners with Bell to deliver unique asset tracking and inventory management solution

Bell the exclusive Canadian carrier distributor of BeWhere's cost-effective sensor solution

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BeWhere Inc., a wholly owned subsidiary of Toronto's BeWhere Holdings Inc. (TSXV: BEW), and Bell Mobility have partnered to offer BeWhere's beacons and asset management enhanced tracking solutions to business customers across Canada.

BeWhere provides real-time information on equipment, goods or tools in transit or at facilities at a level of operational visibility that was previously unavailable or cost prohibitive for customers in sectors such as emergency services, transportation, construction and utilities.

BeWhere complements existing Automated Vehicle Location (AVL) solutions available from Bell by leveraging smartphones, tablets, Wi-Fi routers or telematics products to transmit data to a mobile application or an organization's existing software over Bell's award-winning broadband wireless network.

"Bell Mobility is the leader in delivering mobile solutions to large organizations and we look forward to working together to bring our innovative asset tracking and management product to market," said Owen Moore, President and CEO of BeWhere Inc. "BeWhere has been certified with industry leading telematics solution partners such as Geotab and Fleet Freedom to offer an optimal complementary experience on the Bell network in Canada."

"Bell is pleased to add BeWhere to the portfolio of asset management IoT solutions we offer to businesses and government organizations throughout Canada," said Nauby Jacob, Vice President of Services, Product and Content at Bell Mobility. "With BeWhere, customers improve efficiency through real-time tracking of a broad range of metrics – location, impact, temperature, light exposure and more – for goods, vehicles, tools and other equipment at all points in the supply chain."

With Bluetooth connectivity, a battery life of 2 to 5 years and connectivity up to 250 metres, BeWhere's beacons overcome the limitations of existing RFID alternatives at an attractive price point, allowing customers to cost-effectively tag, track and manage movable assets in a wide variety of uses:

- Tracking high value equipment or inventory in vehicles like ambulances, service fleets, utility vehicles or armoured cars

- Connected logistics, tracking pallets/forklifts/goods in warehouses, onto trailers and through to final delivery
- Tracking equipment or people on job sites such as mining or construction
- Automatically log when dumpsters are serviced by waste management vehicles

As part of its channel strategy, BeWhere will partner with other globally recognized carriers to drive new business.

About BeWhere

BeWhere is an Industrial Internet of Things (IIoT) company that designs and manufactures ruggedized Low Energy Bluetooth beacons with sensors and software applications to track real-time information on movable assets. BeWhere designs and manufactures BLE beacons and develops mobile applications, middle-ware and cloud based solutions, enabling a level of operational visibility that was previously unavailable and / or cost prohibitive. BeWhere, a patent-pending solution, proudly serves the Emergency Service, Construction, Utility and Transportation industries.

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