Kuuhubb Announces Closing of €1.1M Non-Dilutive Debt Financing

Toronto, Canada – July 18, 2019 - Kuuhubb Inc. ("**Kuuhubb**" or the "**Company**") (TSX- V: KUU), a mobile game development and publishing company targeting the female audience with bespoke mobile experiences, is pleased to announce the closing of a non-dilutive debt financing (the "**Financing**") of €1.1 million (approximately CAD $1.61 million).

The debt facility has a two-year term, bearing an interest rate of 7 percent per year, to be paid quarterly. The maturity date is June 28, 2021 at which time the principal is due. There are no warrants or convertible features associated with this financing.

Kuuhubb's CEO, Jouni Keränen stated, "I would like to acknowledge the work of our Board member, Andre Lüdi, who was instrumental in this deal through his finance contacts in Switzerland. This non-dilutive financing will primarily be used for marketing initiatives to grow Kuuhubb's user base and revenues."

The Financing is subject to TSX Venture Exchange approval.

<u>About Kuuhubb</u>
Kuuhubb is a publicly listed mobile game development and publishing company, targeting the female audience with bespoke mobile experiences. Our Mission is to become a top player in the female mobile game space. We believe in empowering women by creating games and apps that will have our female audience relax, express and entertain themselves every day. Through our games and partnerships with select developers, we explore new lifestyle trends that can be converted into games and apps which will bring value to our users, employees, and shareholders. Headquartered in Helsinki, Finland, Kuuhubb has a global presence with a strong focus on U.S. and Asian markets.

Cautionary Note Concerning Forward-Looking Information

This press release contains forward-looking information. All statements, other than statements of historical fact, that address activities, events or developments that the Company believes, expects or anticipates will or may occur in the future (including, without limitation, statements relating to future revenue, products and development and growth of the Company's business) are forward-looking information. This forward-looking information reflects the current expectations or beliefs of the Company based on information currently available to the Company. Forward-looking information is subject to a number of risks and uncertainties that may cause the actual results of the Company to differ materially from those discussed in the forward-looking information, and even if such actual results are realized or substantially realized, there can be no assurance that they will have the expected *consequences to, or effects on the Company. Factors that could cause actual results or events to differ materially from current expectations include, among other things, risks related to the growth strategy of the Company, the possibility that results from the Company's growth and development plans will not be consistent with the Company's expectations, the early stage of the Company's development, competition from companies in a number of industries, the ability of the Company to manage expansion and integrate acquisitions into its business, future business development of the Company and the other risks disclosed under the heading "Risk Factors" in the Company's annual information form dated November 8, 2018 filed on SEDAR at www.sedar.com. Forward-looking information speaks only as of the date on which it is provided and, except as may be required by applicable securities laws, the Company disclaims any intent or obligation to update any forward-looking information, whether as a result of new information, future events or results or otherwise. Although the Company believes that the assumptions inherent in the forward-looking information are reasonable, forward-looking information is not a guarantee of future performance and accordingly undue reliance should not be put on such information due to the inherent uncertainty therein.*

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

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