

Vertiqal Studios Partners With BaD Mktg for Enhanced Branded Content Creation

TORONTO, ON / ACCESSWIRE / February 13, 2024 / Gamelancer Media Corp. (dba Vertiqal Studios) (TSX:VRTS)(OTCQB:GAMGF)(FRA:P93) ("the Company") is excited to announce a strategic partnership with BaD Mktg, a cutting -edge consultancy known for its innovative approach to driving business results through creative solutions. This collaboration aims to elevate Vertiqal's branded content distribution, leveraging BaD Mktg's expertise in strategic and creative thinking, content creation, storytelling, and agile campaign execution to enhance the viral content that already attracts viewers to the Vertiqal network daily.

BaD Mktg was co-founded in 2023 by industry veterans Ian Buck and Yotam Dor, who together bring over 35 years of experience across PR, social media, influencer marketing, advertising, events, community management, and film production. Their expertise will help revolutionize how Vertiqal integrates brands into its 138 owned & operated digital channels. The agency's ability to reduce friction for marketing teams, captivate audiences with thumb-stopping creative storytelling, and deliver quality content on tight timelines complements Vertiqal's mission to scale digital communities without alienating viewership.

Through this partnership, BaD Mktg's work with Vertiqal focuses on creating predictable formats that scale the distribution of organic and branded content. This approach enables clients to engage with audiences programmatically, purchasing a variety of viewer actions and outcomes beyond mere views, and aiming for deep -funnel engagement within a community increasingly dependent on social commerce.

Jon Dwyer, Chairman & CEO of Vertiqal Studios, highlighted the importance of this collaboration: "Vertiqal's 'walled garden' approach to channel ownership, combined with BaD Mktg's strategic and creative acumen, strengthens our digital inventory pipeline to our social viewers in North America, the UK, and Australia. This partnership ensures that media buyers and brands have 24/7 access to real-time inventory on social platforms with guaranteed delivery, enhancing our digital offering structure and supporting Vertiqal's growth strategy."

Yotam Dor, co-founder of BaD Mktg, remarked, "This marks an exciting milestone for BaD Mktg. It's about more than just combining forces with Vertiqal Studios; it's a shared vision of transforming the way brands connect with their audiences. Our strategy is built on agility, creativity, and a deep understanding of what moves today's consumers. Together, we're not just addressing the challenges our clients face, we're anticipating them and ensuring they stay ahead in a game that's always changing."

About Vertiqal Studios:

Vertiqal Studios is a leading digital-channel network and video-production studio specializing in the creation and distribution of viral videos. With a daily output of 100+

videos across 138 owned-and-operated channels, Vertiqal leverages TV economics to monetize content on platforms like TikTok and Instagram, while sharing revenue with OTT platforms. The company's focus on producing and broadcasting performative organic content to an audience of over 52 million followers and subscribers, generating over 2 billion monthly video views, positions Vertiqal as a key player in scalable marketing concepts with brands, agencies, and creators for full production and distribution brand campaigns on major social platforms.

For more information and to join our email subscriber list for direct press releases and newsletters, visit <https://vertiqalstudios.com/>.

About BaD Mktg

BaD Mktg (www.badmktg.co) is redefining the future of marketing with its innovative approach to creative development. With a keen eye on emerging trends and technologies, combined with an unwavering commitment to client success, BaD Mktg is the new go-to agency for marketers looking for a one-stop shop that makes their campaigns more effective while making their day-to-day work lives easier.

For further information about BaD Mktg, please contact:

Ian Buck, Co-Founder

(416) 919-5154

Email: ian.buck@badmktg.co

For media inquiries, please contact:

Jon Dwyer, Chairman and Chief Executive Officer

(416) 627-8868

Email: jon@vertiqalstudios.com;

Investor Relations Email: ir@vertiqalstudios.com

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SOURCE: Vertiqal Studios