

ANALYTIXINSIGHT ANNOUNCES CONTENT AGREEMENT WITH AFRICA INVESTOR

TORONTO, ON – August 28, 2017 – Artificial Intelligence company AnalytixInsight Inc. (the “Company” or “AnalytixInsight”) (TSX-VENTURE: ALY) and Africa investor (“Ai”), a leading African media and financial group, have entered into an agreement to jointly create and launch an online platform for comprehensive company analysis, including on-demand fundamental research, portfolio evaluation, and screening tools on publicly listed companies in Africa.

Africa investor is an investment holding company operating through Ai Capital, for principal investments, and Ai Media, for distributing financial content through its various channels, networks and clients. Ai publishes Ai magazine, the leading international newsstand magazine for Africa’s investment decision makers; maintains the Ai 40 Investors’ Index, hosts the Ai CEO Institutional Investment Summit & Awards and the Ai CEO Infrastructure Investment Summit & Awards, among other events.

Over the past decade, African equity markets have produced above average returns in emerging markets, but the overwhelming concerns for investors continues to be data availability, quality, logistics and liquidity. A joint product offering between AnalytixInsight and Ai, with a Pan African reach, will enable institutional investors, high net worth and retail investors to increase exposure to these markets.

The joint offering platform will provide investors with data driven insights to evaluate and capitalize on opportunities offered within the African capital markets. The platform will be a premier source of financial data and analysis for 16 African exchanges, covering over 1,000 African equities, with an objective of providing domestic and offshore investors easy access to multiple African capital markets.

Ai will be in charge of the sales and marketing of the platform through a variety of channels and AnalytixInsight will manage and maintain the technical and operational aspects of the platform.

The partnership will kick-off with the participation of AnalytixInsight in the Ai CEO Institutional Investment Summit meeting on September 18-19 in New York. The summit is a unique CEO investor-issuer, invitation-only capital market leaders’ platform for global institutional investors and African sovereign wealth and pension fund investors to originate and intermediate capital market transactions in Africa.

Prakash Hariharan, AnalytixInsight’s Chairman and CEO commented: “We are excited about the partnership and the potential to expand into Africa. Investors and financial institutions currently incur significant costs in gathering and analyzing financial data to take advantage of African opportunities. AnalytixInsight’s big data analytics platform overcomes this challenge. We look forward to implementing our analytics platform and services within a variety of Africa

centric institutions and investors that already work with Ai, including stock exchanges, pension funds and corporations.”

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ABOUT ANALYTIXINSIGHT INC. (www.analytixinsight.com)

AnalytixInsight Inc.'s artificial intelligence platform transforms data into narratives. The AnalytixInsight's online portal CapitalCube (www.capitalcube.com) algorithmically analyzes market price data and regulatory filings to create insightful, actionable narratives and research on approximately 50,000 global companies and ETFs, providing high-quality financial research and content for investors, information providers, finance portals and media. AnalytixInsight holds a 49% interest in Marketwall, a mobile platform for banking and stock trading (www.marketwallcorporate.com). AnalytixInsight owns Euclides Technologies Inc. (www.euclidestech.com), a workflow analytics systems integrator.

ABOUT AFRICA INVESTOR (www.africainvestor.com)

Africa investor is a specialist investment and communications group advising governments, international organisations and businesses on communication strategies for capital market and foreign direct investments in Africa. Ai publishes Ai magazine, the leading international newsstand magazine for Africa's investment decision makers; maintains the Ai 40 Investors' Index, hosts the Ai CEO Institutional Investment Summit & Awards and the Ai CEO Infrastructure Investment Summit & Awards, among other events. Operating at the intersection of business, government, international organisations and the media, Ai group has a network of clients across Africa and globally.

Forward Looking Information:

This press release contains “forward-looking information” within the meaning of applicable Canadian securities legislation. Forward-looking information includes, without limitation, statements regarding the partnership with Ai; the growth of the Company's business operations; the use of the Company's content by various parties; and the Company's ability to provide services to the African market. Generally, forward-looking information can be identified by the use of forward-looking terminology such as “plans”, “expects” or “does not expect”, “is expected”, “budget”, “scheduled”, “estimates”, “forecasts”, “intends”, “anticipates” or “does not anticipate”, or “believes”, or variations of such words and phrases or state that certain actions, events or results “may”, “could”, “would”, “might” or “will be taken”, “occur” or “be achieved”. Forward-looking information is subject to known and unknown risks, uncertainties and other factors that may cause the actual results, level of activity, performance or achievements of AnalytixInsight,, as the case may be, to be materially different from those expressed or implied by such forward-looking information, including but not limited to: general business, economic, competitive, geopolitical and social uncertainties; the Company's technology and revenue generation; risks associated with operation in the technology sector; ability to successfully integrate new technology and employees; foreign operations risks; and other risks inherent in the technology industry. Although AnalytixInsight has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking information, there may be other factors that cause results not to be as anticipated, estimated or intended. There can be no assurance that such information will prove to be accurate, as actual results and future events could differ materially from those anticipated in such

statements. Accordingly, readers should not place undue reliance on forward-looking information. AnalytixInsight does not undertake to update any forward-looking information, except in accordance with applicable securities laws.

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