



DEEP MARKIT

CALGARY, CANADA

(TSX-V: MKT)

DeepMarkit Partners with iClick Interactive to Reach the Asian Business Market

DeepMarkit's videogame platform will be included within iClick Interactive's set of programmatic marketing solutions to drive promotions and rewards to the integrated advertising technology company's large base of business clients across Asia.

Calgary, Alberta – October 17, 2016 – DeepMarkit Corp., (“DeepMarkit” or the “Corporation”) (TSX-V:MKT) a producer of videogame marketing solutions for small and medium sized businesses, is very pleased to announce that it has partnered with iClick Interactive, a leading advertising technology company that connects advertisers worldwide with audiences in China. iClick Interactive will include DeepMarkit’s white label videogame platform with its programmatic marketing solutions, currently used by thousands of businesses targeting customers worldwide.

Using Fetchbot™, DeepMarkit’s white label videogame platform, iClick Interactive’s customers can quickly and easily customize branded short form videogames which reward users with products, promotions and coupons. Fetchbot™ includes an assemble-your-own videogame dashboard, which allows businesses to choose from a variety of templates to create branded games with visual tools – without any coding expertise required. Games can be customized with corporate logos, text, an array of animated characters, a palette of design themes, and rewards redeemable via multiple channels.

DeepMarkit and iClick Interactive have entered into a non-binding Memorandum of Understanding (“MOU”) whereby the two companies will collaborate to market the FetchBot™ platform throughout the Asian markets. DeepMarkit is developing localized versions of the platform, initially for the Chinese market, to be followed by other Asian markets. DeepMarkit and iClick Interactive will work together on both cultural and commercial nuances of the Asian markets to optimize the FetchBot™ platform’s powerful marketing and promotions capabilities.

Asia, and China in particular, represent the largest and fastest growing e-commerce markets in the world. The multi-language capabilities of the FetchBot™ platform being developed will allow DeepMarkit to access the tremendous potential of these rapidly growing markets.

“We are extremely excited about the opportunity of working with a partner of the calibre of iClick Interactive”, stated Darold H. Parken, CEO of DeepMarkit. “iClick Interactive is a leader in advertising technology and is an absolutely perfect partner for DeepMarkit’s innovative new marketing and

promotions technology. We are proud to be able to associate ourselves with a company like iClick Interactive for our entry into the Asian markets.”

“DeepMarkit’s FetchBot™ games will significantly increase customer engagement with the advertising campaigns iClick Interactive produces and hosts for our customers,” said Kelly Leung, iClick Interactive’s Vice President of Agency Business. “We are delighted to partner with DeepMarkit, and anticipate that adding the FetchBot™ platform to our existing set of industry-leading programmatic marketing solutions will enhance brand awareness for the thousands of customers we serve in Asia. As online gameplay continues to influence more and more sectors of business and contemporary culture, FetchBot™ will help iClick Interactive remain on the cutting edge of interactive advertising technology.”

About DeepMarkit

DeepMarkit is a technology company inventing new ways to engage consumers. FetchBot™, the Company’s proprietary interactive promotions platform, enables small and medium-sized businesses to produce branded videogames that offer prizes and rewards to consumers – driving sales, capturing demographic data, and generating leads. The platform uniquely integrates cutting edge gamification engagement mechanics with interactive advertising industry standards. FetchBot™ is the future of incentive marketing.

About iClick Interactive

iClick Interactive Asia Limited (www.i-Click.com) is a leading integrated advertising technology company connecting worldwide advertisers with audiences in China. Its proprietary Programmatic Marketing Platform is the first of its kind in China that truly integrates search, display, mobile and social media advertising. The core of iClick Interactive's platform is supported by extensive data and advanced technology capabilities, which help both international and domestic advertisers reach their target customers in China through multi-channel marketing. Headquartered in Hong Kong, iClick Interactive was established in 2009. The company now has around 600 employees, spreading across seven offices in Asia and its established business presence in London and New York.

DeepMarkit’s shares are listed on the TSX Venture Exchange, trading under the symbol MKT. For additional information, please visit www.deepmarkit.com.

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CAUTIONARY STATEMENT

Statements in this press release may contain forward-looking information including, statements regarding the launch of the FetchBot™ platform, the potential for a commercial relationship with iClick Interactive and the entry into the Asian markets. Any statements that are contained in this press release that are not statements of historical fact may be deemed to be forward-looking statements. The reader is cautioned that assumptions used in the preparation of any forward-looking information may prove to be incorrect. Events or circumstances may cause actual results to differ materially from those predicted, as a result of numerous known and unknown risks, uncertainties, and other factors, many of which are beyond the control of DeepMarkit. Factors that could cause the actual results to differ materially from those in forward-looking statements include, failure to obtain market acceptance of the Corporation's products, inability to complete further development of the promotions application, the continued availability of capital and financing, and general economic, market or business conditions. The reader is cautioned not to place undue reliance on any forward-looking information.

The forward-looking statements contained in this press release are made as of the date of this press release and DeepMarkit does not undertake any obligation to update publicly or to revise any of the included forward-looking statements, whether as a result of new information, future events or otherwise, except as required by securities law.