CALGARY, CANADA (TSX-V: MKT)

DeepMarkit Business Update

Calgary, Alberta – November 21, 2016 – DeepMarkit Corp., ("DeepMarkit" or the "Company") (TSX-V:MKT), a producer of videogame marketing solutions, is pleased to provide an update on its business activities. The Company's marketing and promotions platform, FetchBot™ was released in beta in August. Since then, the Company has worked to generate beta users of the platform in order to gather feedback on user experience and functionality. Based on this feedback, a number of changes have been implemented to achieve the proper product fit for a large and diverse audience of business operators. FetchBot™ is designed as a do it yourself platform for the creation of promotional and marketing campaigns using customizable videogames combined with templates and automation to deliver and manage the campaign from the initial delivery to consumers to the final prize or incentive claim and everything in-between. The Company intends to promote the direct sale of FetchBot™ campaigns through a program of targeted advertising and social media.

The FetchBot™ platform is a sophisticated marketing tool which also has tremendous white label potential for agencies and other B2B and B2C platforms in the e-commerce ecosystem. The FetchBot™ platform represents a powerful value-added service and natural extension of these business offerings.

This important new sales channel is reflected in the recently announced MOU entered into with iClick Interactive Asia Limited (news release dated October 17, 2016). This was the Company's first step into the Asian market for FetchBot™. We regard the Asian market as having equal or greater potential than that of North America. The Company is pursuing partnerships and API integrations for the distribution of FetchBot™ within both the North American and Asian markets.

The Company is developing multi-language capabilities within the FetchBot™ platform to service the Asian markets and is making changes to both its sales and pricing models to provide flexibility within this larger and more diverse market.

To advance its presence in the Asian markets, DeepMarkit is pleased to announce that it has entered into a non-binding MOU with Philippines based online marketing company, Provizion Solutions Inc. ("PSI"). Under the terms of this MOU, PSI will work to establish the sale of FetchBot™ promotional campaigns in the Philippines' market. As a re-seller of the FetchBot™ product, DeepMarkit and PSI will negotiate a revenue share which reflects the relative contributions of the parties.

About Provizion

Provizion Solutions Inc. (PSI). is one of the fastest growing start-up internet marketing companies based in the Philippines and has an experienced growth and track record with major National and Multi-National clients. PSI has been recognized by the International Center for Communication Studies as a certified leader of Marketing and Advertising Strategies in a Digital Media Environment.

Within its multi-channel and multi-platform marketing services, PSI aims to leverage the most effective digital marketing strategies and techniques to enable the highest level of brand awareness. Provizion Solutions Inc. is also the largest Online Business Directory Service in the Philippines with more than 115,000 small, medium and large scale enterprises.

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.

The Company will require additional capital to finance its marketing and new product development operations and is currently evaluating available options.

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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For more information, please contact:

President & CEO
Darold H. Parken
Tel: 403-537-0067
Email: dparken@deepmarkit.com

Exec. VP Corporate Development
Ranjeet Sundher
Email: sundher@deepmarkit.com

CAUTIONARY STATEMENT

Statements in this press release may contain forward-looking information including, statements regarding the launch of the FetchBot™ platform, the potential for any commercial relationships 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 conclude binding agreements with re-sellers, failure to *obtain market acceptance of the Company's products, inability to complete further development of the promotions application, the failure to raise required capital, 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.