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YDreams Global signs an LOI with ESI Technology Expansion Partners to strengthen its business development in China and to collaborate with China-EU Future City ("CEFC")

YDreams Global Interactive Technologies Inc. ("YDreams Global" or the "Company") (TSXV: YD; YDRMF: USA; FSE: A2AP0L), is pleased to announce that it has signed a Letter of Intent ("LOI") with ESI Technology Expansion Partners ("ESI"). The purpose of the LOI is to execute a viable and commercially attractive strategy to access the Chinese market via a fully funded joint venture and to collaborate with China-EU Future City ("CEFC").

Daniel Japiassu, CEO of YDreams Global stated, "We hope that the LOI represents the beginning of a long partnership. We are honored to be considered by such a prestigious institution as ESI. The CEFC is an incredible initiative, with several billions of Euros of investment to create one of the first, truly smart and sustainable cities in the planet. The YDreams team is ready and capable of developing experiences using multiple technologies, such as virtual reality/augmented reality. We see in projects like this, the potential of exponential growth that we are looking for".

The (CEFC) is a pilot project under the EU-China Partnership on urbanization which was launched at the EU-China Summit on February 14th, 2012 in Beijing by Li Keqiang and Barroso. The partnership aims at promoting exchanges and cooperation in a wide range of sustainable urban development.

The CEFC will be a demonstration project to showcase this newly established relationship to fully implement the sustainable strategies for China's urbanization. The project will showcase the application of European and Chinese products and designs in order to promote and encourage further advancements towards sustainable urbanization.

The CEFC demonstrates the sustainable and environmental-friendly perspective in three stages:

- During the construction phase (design and incorporation of technologies).
- During the setup phase (obtaining the right mix of companies who focus on urbanization and have sustainable products).
- During the life-cycle of the park with minimum emission and successful businesses.

Read more about this amazing project at http://www.future-city.eu/

The Euro Sino Invest Company is an experienced Developer and Asset Manager with German roots, which primarily operates in China, that has been established to promote investments and business growth between European and Chinese companies, as well as companies in the rest of Asia. It is currently developing a “Smart City” in China that will cover 6,000,000 square meters.

The shareholder of Euro Sino Invest is the German “Tucher Group” led by Florian Schmied.

Euro Sino Invest acts as the family’s China-focused real estate developer and investment manager.

Following the recent trip of YDreams Global team to Beijing several negotiations have been initiated in both regions for business development joint ventures as well as projects in the expertise fields of the Company. In addition to the recent LOI signed with the ESI Group, the Company also approached CRTV International Media, in Beijing, and is discussing about projects for the Chinese giant.

“It has been very inspiring to present YDreams to companies in China and receive all the positive feedback and enthusiasm to collaborate. Those markets are strategic to the potential future growth of the Company and we will be razor focused to make these new ventures a reality in 2017,” stated the CEO of YDreams Global, Daniel Japiassu.

About YDreams Global

YDreams Global Interactive Technologies Inc. (www.ydreamsglobal.com) is a technology company with offices in Vancouver, São Paulo and Rio de Janeiro, that combines Augmented and Virtual Reality Technology, Design and Intelligence to respond to the challenges and demands of today’s users and consumers.

YDreams Global works as a partner for companies and brands to reframe their strategy through relevant human-centred ventures that integrates digital experience with the physical presence and venues. YDreams Global anticipates future challenges and connects them with the needs of the market, building innovative concepts and delivering them with international excellence.

YDreams Global have developed over 1,000 projects for clients all over the world, such as Adidas, Cisco, Nokia, Nike, Mercedes Benz, Coca-Cola, Santander, AmBev, Qualcomm, Unilever, City of Rio and Fiat.

YDreams announced on March 15, 2017 that Mr. Omar Halloum has been appointed a consultant to the Company to be the primary liaison for the Middle East and South West Asian countries. Mr. Halloum has been instrumental in negotiating contracts worth over $350 million dollars to date including working directly with or on contracts with companies such as Northrop Grumman, Honeywell, Saudi Aramco and many more throughout the Middle East region. YDreams management also completed a trip to Dubai and held numerous meetings regarding YDreams virtual reality services and technology.

YDreams Global announced on February 22, 2017, that the project "Pixelated Camouflage" created with YDreams' technological partnership, won the top award in the category of architecture by the IF Design Awards held in Germany, one of the most prestigious design awards in the world.

YDreams Global announced on January 26, 2017, that it had entered into an MOU with CRTV to collaborate and to develop a virtual reality/ viewer immersion entertainment project that would be centered within the movie and entertainment industry. CRTV owns 76 cinemas and has affiliations with 2,000 theatres and cinemas in China.

Mr. Japiassu stated, “We are very pleased to have entered into this MOU with a highly regarded Chinese state owned company such as CRTV. They have deep and wide reaching ties within the Chinese entertainment community and we look forward to building a mutually beneficial relationship.”

YDreams Global announced on December 20, 2016, that it had retained acclaimed international law firm of Foley & Lardner LLP. YDreams Global will to be working directly with two Foley partners: Mr. Robert DuPuy and Mr. Peter Eccles. Mr. DuPuy brings more than three decades of broad legal experience to his clients, including his tenure as chief legal counsel, president and chief operating officer of Major League Baseball. He is a member of the firm's Sports Industry Team. Mr. Eccles has spent much of his career advising clients on cross-border transactions involving Brazil, where he lived as a youth. He has worked as both outside and in-house counsel to U.S. and international clients on a wide range of issues involving investments in emerging markets throughout Latin America, Asia and Africa.

YDreams Global continues discussions with professional sports teams. It is the Company's intention to push into the major league sports sector during 2017. At this stage no deal has yet been finalized.

On December 8, 2016, YDreams Global announced it was contracted to use its Virtual Reality technology in the United States. The first project sold in the United States was released in December in New York City.

On December 1, 2016, the Company announced a plan to create a virtual reality platform to be used by the military and other government agencies such as police departments, fire departments and emergency medical services that could use VR as a training experience. By using this technology for training, for example, the military, police and fire services would be able to experience accurate real-life situations that would be impossible to replicate in physical world exercises.

More Information:

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