

SustainCo Announces Option Grant

Toronto, Ontario--(Newsfile Corp. - October 27, 2020) - SustainCo Inc. (TSXV: SMS) ("**SustainCo**" or the "**Company**") announces today that it has granted an aggregate of 270,000 options to officers and a director of the Company pursuant to the Company's stock option plan. The stock options vest in the following schedule: 30% immediately, 35% on the six-month anniversary of grant; and 35% on the one year anniversary of grant, and may be exercised at a price of \$0.30 for a period of three years from the date of grant. The grant of options is subject to the approval of the TSX Venture Exchange.

About SustainCo Inc.

SustainCo Inc. conducts its operations through its wholly owned subsidiary, VCI Controls.

VCI Controls is a leading supplier of building technologies and services that improve comfort, safety, energy efficiency, and occupant productivity. It is an industry leader in the development of intelligent building technology, including the integration of all building systems utilizing the latest in communications technologies and standards. VCI Controls' business focuses on digital controls and mechanical services, performance monitoring, and energy efficiency solutions.

With headquarters in Toronto, SustainCo has offices across Canada including, Halifax, Montreal, Pembroke, Ottawa, and Vaughan.

Forward Looking Statements

Certain information provided in this press release constitutes forward-looking statements and information within the meaning of applicable securities laws. Forward-looking information typically contains statements with words such as "anticipate", "believe", "forecast", "expect", "plan", "intend", "estimate", "propose", "project", or similar words suggesting future outcomes. The Company cautions readers and prospective investors in the Company's securities not to place undue reliance on forward-looking information as, by its nature, it is based on current expectations regarding future events that involve a number of assumptions, inherent risks and uncertainties, which could cause actual results to differ materially from those anticipated by the Company.

The forward-looking information included herein is expressly qualified in its entirety by this cautionary statement. The forward-looking information included herein is made as of the date hereof and the Company assumes no obligation to update or revise any forward-looking information to reflect new events or circumstances, except as required by law.

Neither the Exchange, nor its Regulation Services Provider (as that term is defined in the policies of the Exchange) accepts responsibility for the adequacy or accuracy of this release. No stock exchange, securities commission or other regulatory authority has approved or disapproved the information contained herein.

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