

BrandPilot AI Selected by Global Luxury Brand to Enhance Digital Performance and Precision

Initial Implementation Reflects Expansion into Premium Segment and Continued Enterprise Momentum

Toronto, Ontario--(Newsfile Corp. - April 16, 2026) - BrandPilot AI Inc. (CSE: BPAI) (OTCQB: BPAIF) ("BrandPilot" or the "Company"), a performance marketing technology company focused on improving efficiency in digital advertising, today announced that a global luxury consumer brand has selected BrandPilot's technology for an initial implementation across select digital campaigns.

The initial implementation will support the brand's efforts to enhance campaign precision, refine audience engagement, and optimize performance across increasingly automated digital environments.

"In the luxury category, performance must be delivered with a high degree of precision and control," said Brandon Mina, Chief Executive Officer of BrandPilot AI. "This selection reflects a broader shift among leading brands toward solutions that provide greater visibility into performance and enable more informed, outcome-driven decision-making."

Management notes that this initial implementation reflects continued progress within the Company's enterprise pipeline, including increased participation from premium consumer brands evaluating performance-based approaches to digital marketing optimization, and supports BrandPilot's strategy of expanding adoption among advertisers seeking greater efficiency, performance visibility, and more effective allocation of digital marketing investment.

About BrandPilot AI

BrandPilot AI (CSE: BPAI) is a performance marketing technology company headquartered in Toronto, focused on identifying and eliminating inefficiencies in digital advertising for global enterprise brands. The Company's core capabilities include AdAi, which eliminates cannibalistic branded search spend that inflates costs without driving incremental value; ClickRadar™, which compiles forensic bot-detection reports to reclaim refunds associated with invalid traffic; and SearchIQ™, which enables brands to measure and optimize their presence across generative AI search platforms.

BrandPilot is purpose-built to address structural challenges in modern digital advertising, where increasing automation and scale can reduce transparency and accountability. Operating as an independent performance and validation layer, the Company helps enterprises recover wasted budgets, restore data integrity, and gain clearer visibility into how advertising dollars are spent so performance can be improved with greater confidence.

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Forward-Looking Statements

This news release contains "forward-looking information" within the meaning of applicable securities laws relating to the business of BPAI. Any such forward-looking statements may be identified by words such as "expects", "anticipates", "believes", "projects", "plans" and similar expressions. Readers are

cautioned not to place undue reliance on forward-looking statements. Statements about, among other things, BPAI's strategic plans, including statements regarding the initial implementation of the Company's technology with a global luxury consumer brand, the potential expansion of such implementation, and the Company's efforts to grow its enterprise pipeline and expand adoption of its performance-based advertising solutions, are all considered forward-looking information. These statements should not be read as guarantees of future performance or results. Such statements involve known and unknown risks, uncertainties and other factors that may cause actual results, performance or achievements to be materially different from those implied by such statements. BPAI assumes no responsibility to update or revise forward-looking information to reflect new events or circumstances unless required by applicable law.

Forward-looking statements involve significant risk, uncertainties and assumptions. Many factors could cause actual results, performance or achievements to differ materially from the results discussed or implied in the forward-looking statements. These risks and uncertainties include, but are not limited to: the Company's ability to successfully execute and expand the initial implementation described herein; the potential conversion of such engagements into broader commercial relationships; the effectiveness of the Company's technology in improving advertising efficiency and performance in live environments; changes in digital advertising platforms or market conditions; competitive pressures in AI-powered marketing solutions; and the Company's ability to achieve its proposed business objectives. These factors should be considered carefully and readers should not place undue reliance on the forward-looking statements. Although the forward-looking statements contained in this news release are based upon what management believes to be reasonable assumptions, the Company cannot assure readers that actual results will be consistent with these forward-looking statements. These forward-looking statements are made as of the date of this news release, and the Company assumes no obligation to update or revise them to reflect new events or circumstances, except as required by law.

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