eyecarrot

119 – 482 South Service Rd. E
Oakville, ON
L6J 2X6

TSX.V : EYC | OTCQB : EYCCF

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EYECARROT ANNOUNCES COMMERCIAL LAUNCH OF BINOVI IN SPAIN

Eyecarrot Innovations Corp (TSX-V: EYC | OTCQB: EYCCF) is pleased to announce the full commercial release of Binovi^{TM} into the Spanish market. The full launch will be announced at the 2018 Sociedad Internacional de Optometría del Desarrollo y Comportamiento (International Society of Developmental and Behavioural Optometry) Conference in March. The release includes a full Spanish translation of Binovi; a universal platform for the secure distribution of media-centric content, including Binovi's world-class library of vision performance activities, designed to empower both vision practitioners and their patients. This completes 3 months of beta testing in a multi-language environment and sets the stage for further expansion globally.

"Releasing in Spain, to such a large and vibrant Vision Therapy community, is an exciting step and validates our platform's infrastructure as a scalable multi-language tool for therapy. It also serves as the first step in a sequential release to other countries in Europe, Asia and South America," commented Dr. Sam Mithani, CTO of Eyecarrot.

Eyecarrot's Binovi Platform is comprised of Binovi Pro for vision care professionals (available in Apple's App Store) and its companion Binovi Coach for patients (available in Apple's App Store and Google's Play Store). These two applications work seamlessly together to maximize the therapeutic outcomes of in-office vision therapy by facilitating secure transmission of expert media-focused instruction, compliance tracking, and guidance from the vision professional. The extensive and growing activity library consists of well over 100 vision therapy activities by leading doctors and educators, all professionally recorded in high-definition video to enhance learning and engagement.

About Eyecarrot

Eyecarrot's BinoviTM platform is an innovative healthcare technology solution that integrates software, hardware, data and expert knowledge. Binovi helps Optometrists treat vision issues with in-office therapy as well as doctor led home based activities to better serve and increase the patient's experience and their therapy needs. The goal is to help transform vision performance for the 1 in 4 people worldwide that suffer from vision-related issues going beyond visual acuity. The company is transforming how vision healthcare services are integrated, while addressing key challenges in the health system. Eyecarrot's objective is to help Optometrists and their teams manage a wide range of problems involving visual function. The building of this network will revolutionize human vision performance, and release the untapped potential of millions of people, globally.

On behalf of the Board of Directors

Adam Cegielski
President | CEO
Telephone: 1.855.416.7158 - 416.943.6271

Forward looking information