ZOOMD
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NEWS RELEASE

Zoomd Enters into Agreement with meczyki.pl – One of Poland's Most Visited Sports site

meczyki.pl will embed Zoomd's search technology to gain valuable data and insight on visitors' site behavior, with the intent to use that information for higher monetization of targeted publishing income

Vancouver, British Columbia, February 23, 2021 – Zoomd Technologies Ltd. (TSXV: ZOMD, OTC: ZMDTF) and its wholly-owned subsidiary Zoomd Ltd. (collectively, "**Zoomd**" or the "**Company**"), the marketing tech (MarTech) user-acquisition and engagement platform, is pleased to announce that it has signed an agreement with meczyki.pl, the owner and operator of Poland's most popular sports website, for embedding Zoomd's on-site search engine into their website.

The relationship with Zoomd is expected to increase page views, decrease bounce rate, and extend the average session length for the 44+ million monthly meczyki.pl website visitors. Zoomd will be able to utilize the information stream from the on-site search patterns in targeted online advertising campaigns, with the expectation that such information will yield to better monetization of ad campaigns.

"Further to our entry into the Philippines from last week with our agreement with GMA Networks, we are now happy to add Poland into our growing list of countries where our clients and publishers operate" said Amit Bohensky, Chairman and Co-Founder of Zoomd, adding "our team works tirelessly on opening new markets and expanding the reach of our technology and online campaign management services."

The Company's advanced Artificial Intelligence (AI) and Natural Language Processing (NLP) technology aims to provide new advantages to publishers by optimizing site traffic via on-site search, and guiding advertisers in managing their user acquisition (UA) across hundreds of media channels.

About Zoomd
Zoomd (TSXV: ZOMD, OTC: ZMDTF), founded in 2012 and began trading on the TSX Venture Exchange in September 2019, offers a site search engine to publishers, and a mobile app user-acquisition platform, integrated with a majority of global digital media, to advertisers. The platform unifies more than 600 media sources into one unified dashboard. Offering advertisers, a user acquisition control center for managing all new customer acquisition campaigns using a single platform. By unifying all these media sources onto a single platform, Zoomd saves advertisers significant resources that would otherwise be spent consolidating data sources, thereby maximizing data collection and data insights while minimizing the resources spent on the exercise. Further, Zoomd is a performance-based platform that allows advertisers to advertise to the relevant target audiences using a key performance indicator-algorithm that is focused on achieving the advertisers' goals and targets.

Neither TSX Venture 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.

DISCLAIMER IN REGARD TO FORWARD-LOOKING STATEMENTS

This news release includes certain "forward-looking statements" under applicable Canadian securities legislation. Forward-looking statements include, but are not limited to, statements with respect meczyki.pl's expected page views, Zoomd's benefiting from the relationship and Zoomd's ability to further grow and expand its regional partnerships and obtain new clients as a result. Forward-looking statements are necessarily based upon several estimates and assumptions that, while considered reasonable, are subject to known and unknown risks, uncertainties, and other factors which may cause the actual results and future events to differ materially from those expressed or implied by such forward-looking statements. Such factors include, but are not limited to: general business, economic, competitive, technological, legal, privacy matters, political and social uncertainties (including the impacts of the COVID-19 pandemic), the extent and duration of which are uncertain at this time on Zoomd's business and general economic and business conditions and markets. There can be no assurance that any of the forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward-looking statements. The Company disclaims any intention or obligation to update or revise any forward-looking statements, whether because of new information, future events or otherwise, except as required by law.

The reader should not place undue importance on forward-looking information and should not rely upon this information as of any other date. All forward-looking information contained in this press release is expressly qualified in its entirety by this cautionary statement.

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