CSE: RIW

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RIWI Corp. CEO Update: RIWI's Four Business Lines Mature; New Agreements Propel Growth for 2017

Toronto, ON – RIWI Corp. (CSE: RIW) (the "Company" or "RIWI") is pleased to announce that its global, patented Information-as-a-Service (IaaS) platform is expanding its continuous data and analytics feeds to service a growing client base. The Company's agile IaaS business model and technology turn 24/7 monitoring data in any country of the world into continually updated, actionable insights for our clients. RIWI products help customers that need adaptive insights and large sets of privacy-compliant RIWI opinion data, behavioral data, trend data and machine data for predictive analytics, message testing and for risk monitoring.

RIWI operates four growing business lines: global citizen engagement, global consumer surveys, global finance, and global security.

RIWI's global citizen engagement work is growing through new long-term agreements with clients such as the Omidyar Network and the United Nations World Food Programme. Following a competitive tender process and technical review by the UN World Food Programme, RIWI was awarded preferred bidder status for Web-based survey data collection in 72 countries. RIWI is now also a Resource Partner supplying rapid-response data to the winning consortia of aid-focused organizations implementing the United States Agency for International Development's multi-year Human Rights Support Mechanism. RIWI has client relationships with leading global organizations including: the Bill and Melinda Gates Foundation, the Harvard T.H. Chan School of Public Health, the Inter-American Development Bank, UNICEF, and the World Bank.

RIWI's global consumer survey unit's strategy of selling directly to international companies for long-term ongoing surveys is succeeding. For example, RIWI is running monthly paid consumer trackers in six countries for music industry leader Sonos, Inc., and we expect that one of our major clients, Omron, Inc., a leading healthcare products company based in Japan, will be increasing its annual spending with RIWI significantly this year. RIWI's business alliance with Cross Marketing Inc. (TYO: 3675), headquartered in Japan, has also grown.

A new arrangement between RIWI and Cross Marketing Inc. gives the Company's proprietary Omnibus multi-country survey and dashboard product — first used by University-affiliated academics, non-profit organizations, and government agencies — immediate sales potential to hundreds of new corporate clients in Asia and across the world. "We are thrilled to offer the Omnibus to all of our clients who wish for a best-in-class Asia-Pacific RIWI Omnibus or a global RIWI Omnibus that is otherwise unavailable at such an excellent price and quality in the international consumer survey marketplace," said Noriko Kishida, Chief Researcher of Cross Marketing Inc., which runs over 10,000 online and offline surveys annually.

RIWI's finance data collection unit has signed contracts with large investment institutions for opinion monitoring in order to better understand and monitor population sentiment shifts, such as rapidly changing confidence in local banks, governments, government policies and currencies. RIWI's live data feeds support finance customers that wish to assess a wide range of topics including: the changing health of economies, stock markets, local housing markets, or to assess changing purchase trends in any country of interest.

RIWI's security division extracts new flows of reliable sentiment data in order to measure, understand and counteract violent extremism. "RIWI's ongoing work in message testing and collecting a unique stream of changing sentiment in fragile and conflict states can be leveraged by global national security communities, and specifically by those organizations focused on acquiring data and intelligence with surgical precision. The RIWI data feed can serve as an additional, invaluable source of information to assist in assessing and countering violent extremism," said Ron Moultrie, RIWI's Senior Advisor, Global Risk and Threat Analysis, and the former Director of Operations at the National Security Agency (NSA).

"Based on the rising velocity of inbound opportunities from key accounts nurtured over the past several years — and due to our relatively low fixed costs and multiple recurring revenue streams — 2017 is looking to be a breakthrough year for RIWI, and will demonstrate our commitment to building a highly scalable, Information-as-a-Service technology firm," said Mr. Seeman, RIWI's Chairman and Chief Executive Officer. "Our growth path comes from listening to our customers and understanding their essential data needs. Clients tell us that random survey data gathered through RIWI systems and algorithms is critical to their geopolitical, market and product-category predictions; to the monitoring or extracting of opinions anywhere on the most sensitive of topics; and to enabling access to as broad and diverse an opinion set as possible," said Mr. Seeman.

About RIWI

RIWI is a global survey technology company using its proprietary, patented methods to capture a continuous stream of privacy-compliant opinion data in any region of the world. RIWI product offerings include Information-as-a-Service (IaaS) and custom data solutions. RIWI's interactive dashboards and RIWI's scientifically validated opinion data, otherwise unavailable in the global data marketplace, help global corporations, multi-laterals and government agencies predict, monitor and adapt to changing citizen needs and behavior patterns, and help clients adjust to new risks and sentiment shifts occurring in all countries. For more information, please visit: https://riwi.com/.

RIWI CORP.

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Information and statements contained in this news release that are not historical facts are "forward-looking information" within the meaning of Canadian securities legislation that involves risks and uncertainties. Forward-looking information included herein is made as of the date of this news release and RIWI does not intend, and does not assume any obligation, to update forward-looking information unless required by applicable securities laws. Forward-looking information relates to future events or future performance and reflects management of the Company's expectations or beliefs regarding future events. In certain cases, forward-looking information can be identified by the use of words such as "intends", "expected", "will", "predictions", "opinions", "rising velocity of inbound opportunities" or variations of those words. This forward-looking information is based, in part, on assumptions and factors that may change or prove to be incorrect, thus causing actual results, performance or achievements to be materially different from those expressed or implied by forward-looking information.

By its very nature, forward-looking information involves known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by forward-looking information. Such factors include, but are not limited to, general business, economic and competitive uncertainties; regulatory risks; risks inherent in technology operations; and other risks of the technology industry. Although the Company has attempted to identify important factors that could cause actual actions, events or results to differ materially from forward-looking information, there may be other factors that cause actions, events or results not to be as anticipated, estimated or intended. There can be no assurance that forward-looking information will prove to be accurate, as actual results and future events could differ materially from those anticipated by such forward-looking information. Accordingly, readers should not place undue reliance on forward-looking information.