



News Release

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TRUSTBIX INC. ANNOUNCES NEW SOLUTIONS FOR LIVESTOCK AUCTION MARKETS

Edmonton, Alberta, Canada

TrustBIX Inc. (TSXV:TBIX) is pleased to announce that its subsidiary, ViewTrak Technologies Inc. ("ViewTrak"), is launching new attribute-based marketing solutions that empower livestock auction markets to offer better value to producers and buyers. Auction markets that are presently ViewTrak *Auction Master Pro* ("AMP") or *Market Master* ("MM") software clients have the opportunity to expand their capabilities to display attributes of the livestock being auctioned. For example, at time of auction, buyers and sellers will know whether livestock are Verified Beef Production Plus ("VBP+") or Beef Quality Assurance (BQA) certified, along with any vaccination or feeding programs the seller wants to display. In Canada, knowing that an animal is from a VBP+ certified operation is important in preserving chain-of-custody through operations audited to the Canadian Roundtable for Sustainable Beef ("CRSB") sustainability framework, and can qualify animals for financial incentives at time of harvest. ViewTrak has begun marketing this capability for their existing AMP and MM clients as an additional software module. To allow Market Master clients to use the attribute display system, ViewTrak has also created the ability to transition away from the older audience display boards to fully-customizable TV screens.

"In the beef industry, we are always told to tell our story and these new modules are a way that can help producers tell their story while still selling through an auction market ring. Our system allows real-time display of these attributes at time of auction, so that both producers and buyers can realize the true value of the livestock being sold," said Lee Irvine, General Manager of ViewTrak."

These solutions are being launched in time for the busy August-November fall run season for livestock auction markets. TrustBIX is the largest provider of software to livestock auction markets in North America, and believes this the world's first implementation of this capability.

About TrustBIX (TSXV: TBIX)

As an innovative leader, TrustBIX provides agri-food traceability. By addressing consumer and agri-food business demands, the Company has a goal to become the most trusted and largest source of third-party food traceability and sustainability information globally – Gate to Plate®. TrustBIX Inc.'s focus is to create a world where we trust more, waste less and reward sustainable behaviour. The Company's proprietary platform, BIX (Business infoXchange System), is designed to create trust without compromising privacy through innovative use of data and technology. Extensive R&D has allowed TrustBIX to create a new blockchain-derived technology to complement its mature and proven traceability systems. By leveraging BIX and its unique use of incentive solutions, the Company can deliver independent validation of food provenance and sustainable production

practices within the supply chain. ViewTrak Technologies Inc., a wholly owned subsidiary, provides a suite of hardware and software solutions to the livestock industry in Canada, United States, Mexico and China, such as Auction Master Pro, Market Master, Feedlot Solutions and pork grading probes. For more information, visit www.trustbix.com , or follow us on Twitter @BIXSCdn and Facebook at www.facebook.com/BIXSco.

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