

Exclusive Co-Branded Capsule Collection by Facedrive and Bel-Air Athletics Available for Preorder on Facedrive Marketplace

TORONTO--(BUSINESS WIRE)--May 1, 2020--**Facedrive Inc.** (“Facedrive”) (TSXV: FD), the first Canadian peer-to-peer, eco-friendly and socially responsible ridesharing network is pleased to announce that it has launched the highly anticipated Facedrive Marketplace, a game-changer for the \$235 billion rideshare industry (Statista 2019). Guests and users of Facedrive Marketplace are now able to access the curated selection of merchandise available for online order and worldwide delivery.

To mark the launch of the new platform, Facedrive and Bel-Air Athletics (Westbrook Inc.’s sports-inspired streetwear brand) have partnered to develop an exclusive co-branded capsule collection. This limited collection is available for purchase through Facedrive Marketplace, fully integrated into the company’s website (www.facedrive.com) and Rider app.

Facedrive reports that based on the volume of inquiries received, interest in the capsule collection is projected to be extremely strong. In keeping with Facedrive’s and Bel-Air Athletics’ commitment to social and environmental responsibility, the collection is produced in North America to support job creation in the local communities. Moreover, Bel-Air Athletics is working towards manufacturing its products of 100% sustainably sourced materials by next year.

The simultaneous launch of Facedrive Marketplace and the co-branded capsule collection with Bel-Air Athletics represents the significant first step in the execution of Facedrive’s “ecosystem model”. By delivering high-value, exclusive and complementary products to its riders and drivers, the ecosystem model enables value creation for and monetization of Facedrive’s loyal and fast-growing user base.

Facedrive’s previously announced strategic investment in Westbrook in October 2019 was a fundamental precursor to the implementation of this ecosystem approach. The partnership between Facedrive and Westbrook is expected to continually deliver fresh and exciting products to be made exclusively available to users via Facedrive Marketplace. Additionally, Facedrive will receive preferential access to exclusive content and consumer products from Westbrook and its affiliates. Facedrive and Westbrook expect to be making further announcements of collaboration in the upcoming months.

“We are extremely excited to open the doors of Facedrive Marketplace. We have been inundated with inquiries about this launch, and are looking forward to providing our valued customers with exceptional service and contactless delivery,” said Facedrive’s Chairman and CEO Sayan Navaratnam.

About Facedrive

Facedrive is a “people-and-planet first” ridesharing platform, and the first to offer green transportation solutions in this space. Facedrive is committed to doing business fairly, equitably and sustainably, with a firm dedication not only to seamless customer service that offsets CO₂ by planting thousands of trees and gives riders a choice between EVs, hybrids and conventional vehicles, but also to its drivers. Facedrive is a community platform designed to become the #1 recognized eco-friendly and socially responsible TaaS platform in any market that it enters. Facedrive is changing the ride-sharing narrative for the better, for everyone.

For more about Facedrive, visit www.facedrive.com.

About Westbrook Inc.

Launched in 2019 by founders Jada Pinkett Smith, Will Smith, Miguel Melendez and Kosaku Yada, Westbrook is a media company focused on empowering artists to tell stories that connect with a global audience. Westbrook houses both newly launched and previously existing entities including Red Table Talk Enterprises, Westbrook Studios, Westbrook Media the digital content studio, social media management and creative brand incubator, and direct to consumer business, Good Goods. By leveraging the Smith Family’s deep experience in entertainment and media, Westbrook creates and curates content across all major platforms – from short and mid-form digital content, to traditional television and motion pictures. Bel-Air Athletics is a sports-inspired streetwear brand that is part of Westbrook Inc.

Facedrive Inc.

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Forward-Looking Information

Certain information in this press release contains forward-looking information. This information is based on management’s reasonable assumptions and beliefs in light of the information currently available to us and are made as of the date of this press release. Actual results and the timing of events may differ materially from those anticipated in the forward-looking information as a result of various factors. Information regarding our expectations of future results, performance, achievements, prospects or opportunities or the markets in which we operate is forward-looking information. Statements containing forward-looking information are not facts but instead represent management’s expectations, estimates and projections regarding future events or circumstances. Many factors could cause our actual results, level of activity, performance or achievements or future events or developments to differ materially from those expressed or implied by the forward-looking statements.

See “Forward-Looking Information” and “Risk Factors” in Facedrive’s Filing Statement dated August 28, 2019 for a discussion of the uncertainties, risks and assumptions associated with these statements. Readers are urged to consider the uncertainties, risks and assumptions carefully in evaluating the forward-looking information and are cautioned not to place undue reliance on such information. We have no intention and undertake no obligation to update or revise any

forward-looking statements, whether as a result of new information, future events or otherwise, except as required by applicable securities law.

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

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