

Facedrive Welcomes Phil Fontaine, Former National Chief of the Assembly of First Nations, as Strategic Advisor to Facedrive

TORONTO--(BUSINESS WIRE)--December 18, 2020--**Facedrive Inc.** (“Facedrive”) (TSXV:FD), a Canadian “people-and-planet first” tech ecosystem, is thrilled to announce that Phil Fontaine, an Indigenous Canadian Leader and Former three-term National Chief of the Assembly of First Nations, is joining Facedrive as Strategic Advisor to help further the company’s ESG mandate across its health, rideshare, food delivery, marketplace and communication platform verticals. An articulate advocate for the future of Canada and indigenous peoples, Phil Fontaine brings a wealth of experience and authentic vision to the ecosystem in view of its ambitious expansion across Canada and the USA.

Mr. Fontaine—a graduate of the University of Manitoba with a Bachelor of Arts Degree in political studies and an Honorary Doctor of Law from 17 universities across Canada—brings decades of experience in leadership roles throughout the public sector. Mr. Fontaine has served as a three-term **Grand Chief** of the Assembly of Manitoba Chiefs, three-term **National Chief** of the Assembly of First Nations, as well as Co-Chair of LiUNA Indigenous Affairs committee and Special Advisor to RBC. Mr. Fontaine’s proven track record includes opening the lines of communication and bringing people together in a common cause for a better future and to resolve issues of the past. Mr. Fontaine’s proven ability to inform, inspire, demonstrate leadership, and build consensus makes him a highly sought-after expert.

Mr. Fontaine will advise Facedrive on how to enhance its product offerings to make them more inclusive from a societal and equity perspective. For example, smaller rural communities often have a disproportionate representation from marginalized members of our society and therefore often suffer from lack of basic infrastructure such as mass transit, health and food delivery services. Facedrive Rideshare, Facedrive Health and Facedrive Foods can play a valuable role in such communities by making transport and food delivery services available to community members who are not the usual target market of the mainstream on-demand service providers. In the times of the pandemic, implementation of the TraceSCAN contact-tracing wearable solution can help slow down the spread of the virus among community members who do not possess a mobile device.

“We at Facedrive are looking forward to having Phil Fontaine join our team as a Management Consultant. Mr. Fontaine brings enormous synergistic relations, established networks and unique vision to Facedrive’s multi-faceted ESG ecosystem,” said Sayan Navaratnam, CEO and Chairman of Facedrive. “Mr. Fontaine’s background presents a perfect alignment of resources and expertise. We are delighted to have him facilitate the development of strategic relationships, affiliations and partnerships that will create enormous value for the business as well as our communities as the Facedrive ecosystem evolves,” Navaratnam added.

“Facedrive is a unique platform committed to being the positive change in our country and on our planet. Having dedicated my life to making meaningful difference to the lives of people, I am excited to extend this experience to my advisory role with Facedrive”, said Phil Fontaine.

About Facedrive

Facedrive is a multi-faceted “people-and-planet first” tech ecosystem offering socially-responsible services to local communities with a strong commitment to doing business fairly, equitably and sustainably. As part of this commitment, Facedrive’s vision is to fulfil its mandate through a number of verticals that either leverage existing technologies of the Company or project synergies with existing lines of business (the “**Facedrive Verticals**”). The Facedrive Verticals include its rideshare business (“**Facedrive Rideshare**”), sustainable e-commerce platform (“**Facedrive Marketplace**”), food-delivery service (“**Facedrive Foods**”), e-social platform (“**Facedrive Social**”) and its contact-tracing and sustainable health services business (“**Facedrive Health**”).

Facedrive Rideshare was among the first to offer a wide variety of environmentally and socially responsible solutions in the Transportation as a Service (TaaS) space, planting thousands of trees based on user consumption and offering choices between electric, hybrid and conventional vehicles (including, more recently, electric and hybrid vehicles on a subscription basis through Steer). Facedrive Marketplace offers curated merchandise created from sustainably sourced materials. Facedrive Foods offers contactless delivery of a wide variety of foods right to consumers’ doorsteps, with a focus on doing so in a socially and environmentally-conscious manner. Facedrive Social strives to keep people connected in a physically-distanced world through its HiQ and other e-socialization platforms that invite users to interact based on common interests and by offering gamification and mutual community support features. Facedrive Health strives to develop and offer innovative technological solutions to the most acute health challenges including its proprietary TraceSCAN wearable technology for contact tracing. Facedrive envisions changing the ridesharing, food delivery, e-commerce, social and health tech narratives for the better, for everyone, and is currently operational in Canada and the United States.

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

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Forward-Looking Statements

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, such as those pertaining to the platform-wide rollout of the new TraceSCAN technology, 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 the Corporation'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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