

NowVertical Group Solidifies its Media and Entertainment Vertical with Renewal of The Economist Group

TORONTO, March 20, 2023 -- NowVertical Group Inc. (TSX-V: NOW) (OTCQB: NOWVF) ("NOW" or the "Company"), the Vertical Intelligence ("VI") company is pleased to announce it has renewed its contract with The Economist Group, the leading source of analysis on international business and world affairs. This most recent renewal marks the second consecutive service extension between the two companies. Based in London and serving a global readership and client base, the Economist Group's flagship businesses include The Economist newspaper and website and a research and analysis division.

NOW's UK-based Acrotrend Group began working with the Economist Group in 2020 to establish capabilities to define and standardize strategic and operational KPIs, provide critical insights for acquisition, retention and engagement, and provide solutions to improve the experience for their subscribers. The Company has also created a framework for delivering a modernized data platform to better serve demands from The Economists' Marketing, Finance, and Customer Services teams. Under the renewed contract, NOW will continue to provide services to the Economist Group to support its robust architecture and introduce new technologies from the NOW VI-OS.

With this recent extension, NOW builds on its established list of approximately 30 media and entertainment customers. NOW's current and past customers include Universal Music Group, Starz, Spotify, and Lionsgate, amongst many others.

"NOW continues to add incredible value for our Media and Entertainment customers," said Daren Trousdell, Chairman and CEO of NOW. "This renewal further confirms our strength in the media and entertainment vertical, demonstrating how NOW delivers long-term value through the Vertical Intelligence (VI) approach. We look forward to continuing to drive value for The Economist and showcasing these winning use cases to more customers in this rapidly growing vertical."

About NowVertical Group Inc.

NowVertical Group is a Vertical Intelligence (VI) software and services provider that delivers vertically-specific data, technology, and artificial intelligence (AI) applications into private and public verticals globally. NOW's proprietary solutions sit at the foundation of the modern enterprise by transforming AI investments into VI, enabling its customers to minimize their risk, accelerate the time to value, and reduce costs. NOW is rapidly growing organically and through targeted acquisitions. For more information about NOW, visit www.nowvertical.com.

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