

ADCORE

ADCORE ANNOUNCES NEW CONTRACT WITH LEADING ONLINE RETAILER IN AUSTRALIA AND NEW ZEALAND

TORONTO, ONTARIO – May 13, 2021 – Adcore Inc. (the “Company” or “Adcore”) (TSX:ADCO) (FSE:ADQ), a leading e-commerce advertising management and automation platform to leverage digital marketing in an effortless and accessible way (“Effortless Advertising”), today announced it has signed a contract to provide its digital marketing technologies and services to MySale Group’s (LON:MYSL) OzSale and NZSale websites. The contract is renewable annually.

MySale is a leading international online off-price marketplace platform in Australia, New Zealand and Southeast Asia with over 20 million customers. The Group operates 12 websites offering off-price fashion, homewares, and health and beauty. The largest websites are ozsale.com.au and nzsale.co.nz.

Omri Brill, CEO of Adcore commented, “More and more e-commerce giants are turning to Adcore’s unmatched technology and client care. MySale is one of the most known e-commerce brands in Australia and New Zealand, and we look forward to partnering with them to help drive revenue and superior return on investment.”

CEO of MySale Group Carl Jackson commented, "Adcore came highly recommended for their deep marketplace and local region expertise, and we are thrilled to have this opportunity to work with them. Their ability to analyze and adapt our digital campaigns in real-time will be instrumental in helping us deliver improved results and drive continued growth."

ABOUT ADCORE

Adcore is empowering entrepreneurs, advertisers, and the future of e-commerce through its advertising management and automation platform. By combining extensive industry knowledge and experience with its proprietary artificial intelligence engine, Adcore offers a unique digital marketing solution that empowers entrepreneurs and advertisers by managing and automating their e-commerce store advertising, and monitoring and analyzing the performance of their advertising budget to ensure maximum Return on Investment. In addition to being named numerous times on Deloitte’s Fast 50 Technology list, Adcore is a certified Google Premier Partner, Microsoft Partner, Facebook Partner and TikTok Partner.

Established in 2006, the Company employs over fifty people in its headquarters in Tel Aviv, Israel and satellite offices in Toronto, Canada, Melbourne, Australia, Hong Kong and Shanghai, China.

FORWARD-LOOKING STATEMENTS

This press release contains certain forward-looking statements, including statements about the Company. Wherever possible, words such as “may”, “will”, “should”, “could”, “expect”, “plan”, “intend”, “anticipate”, “believe”, “estimate”, “predict” or “potential” or the negative or other variations of these words, or similar words or phrases, have been used to identify these forward-looking statements. These statements reflect management’s current beliefs and are based on information currently available to management as at the date hereof.

Forward-looking statements involve significant risk, uncertainties and assumptions. Many factors could cause actual results, performance or achievements to differ materially from the results discussed or implied in the forward-looking statements. These factors, including the fulfillment of the contract by the parties and the reopening of the Israeli border in light of the COVID-19 pandemic, should be considered carefully and readers should not place undue reliance on the forward-looking statements. Although the forward-looking statements contained in this press release are based upon what management believes to be reasonable assumptions, the Company cannot assure readers that actual results will be consistent with these forward-looking statements. These forward-looking statements are made as of the date of this press release, and the Company assumes no obligation to update or revise them to reflect new events or circumstances, except as required by law.

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