

ADCORE

Adcore Appointed by Munro Footwear Group to Lead Performance Marketing

One of Australia's Leading Footwear Retailers with 10+ Brands

TORONTO, ONTARIO – August 28, 2024 – Adcore Inc. (the “Company” or “Adcore”) (TSX:ADCO) (OTCQX:ADCOF) (FSE:ADQ), a leading E-commerce advertising management and automation platform to leverage digital marketing in an effortless and accessible way (“Effortless Marketing”), today announced that it has been appointed by Munro Footwear Group to lead performance marketing, one of Australia's largest footwear retailers with over 10+ brands.

Adcore's leading technology and expertise will propel Munro Footwear Group's digital marketing efforts in engaging their loyal customer base. Powered by Adcore's cutting edge Feeditor app to optimize and curate creative feeds, Adcore will manage Munro Footwear Group's campaigns for their extensive list of products to maximize performance across various digital channels.

Omri Brill, Adcore CEO and Founder, commented “ We are thrilled to be working with Munro Footwear Group, a leading footwear retailer in Australia. Our team's long track record of success in performance marketing and empowering E-commerce clients to effectively engage their customers will be essential in partnering with Munro Footwear Group to achieve their goals.” Mr. Brill continued “Our proprietary technology will enhance the brand's message through creating impactful digital experiences that resonate with their many loyal customers.”

Munro Footwear Group Head of Marketing Amy Baird commented "Partnering with Adcore marks an exciting chapter for Munro Footwear Group. We look forward to leveraging Adcore's expertise coupled with their E-commerce technologies to strengthen our brand presence and further drive our ambitious E-commerce growth goals.”

ABOUT ADCORE

Adcore is a leading AI-powered marketing technology company.

By combining extensive industry knowledge and experience with its proprietary artificial intelligence (AI) powered technology, 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. Adcore is a certified Google Premier Partner, Elite Tier Microsoft Partner, Facebook Partner, Verified Amazon 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.

For more information about Adcore, please visit <https://www.adcore.com/investors/>, <https://www.adcore.com/blog> or follow us on LinkedIn.

FORWARD-LOOKING STATEMENTS

This press release contains or may contain 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 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.

For further information please contact:

ADCORE INC.

<https://www.adcore.com/investors/>

Nick Campbell, CFA

Investor Relations

Telephone: 905-630-0148

Email: nickc@adcore.com

Martijn van den Bemd

Chief Partnerships Officer

Telephone: 647-497-5337

Email: martijn@adcore.com

Investor Relations Europe

Dr. Eva Reuter

Dr. Reuter Investor Relations

Telephone: +49 (0) 69 1532 5857

Email: e.reuter@dr-reuter.eu