LENDIFIED ANNOUNCES COMMENCEMENT OF TRADING ON THE OTC PINK MARKET AND ADOPTS EQUITY INCENTIVE PLAN

March 7, 2022 – Toronto, Ontario – Lendified Holdings Inc. (formerly, Hampton Bay Capital Inc.) (TSXV:LHI) (the "**Company**" or "**Lendified**") is pleased to announce that the Company has received notification from the Financial Regulatory Authority that its shares are qualified to commence trading on the OTC Pink Market in the United States under the symbol "LFHIF". Lendified will continue to trade on the TSX Venture Exchange under its existing symbol "LHI". The Company intends to pursue additional steps to enhance its visibility and increase the liquidity of its shares in the U.S. market.

In addition, the Company is pleased to announce that it has adopted an omnibus equity incentive plan (the "**Incentive Plan**") providing for the grant of stock options ("**Options**") and restricted share units ("**RSUs**") of the Company. Pursuant to the Incentive Plan, a rolling 10% of the issued and outstanding common shares of the Company may be reserved for issuance pursuant to the grant of Options and 44,619,934 common shares of the Company may be reserved for issuance pursuant to the grant of RSUs, representing a fixed 10% of the current issued and outstanding common shares. The Incentive Plan is an amalgamation of the Company's prior stock option plan (the "**Option Plan**") and restricted share unit plan (the "**RSU Plan**") under a single equity incentive plan, each as approved by shareholders at the Company's annual and special meeting of shareholders held on December 1, 2021. The Company has terminated the Option Plan and the RSU Plan and all outstanding stock options of the Company granted under the Option Plan will be governed by the Incentive Plan on substantially the same terms.

ABOUT LENDIFIED HOLDINGS INC.

Lendified, a company located in Ontario, Canada, is a Canadian FinTech company operating a lending platform which provides working capital loans to small businesses across Canada through a wholly-owned subsidiary.

Further Information

For further information regarding Lendified, please contact:

Eoghan Bergin, Chief Executive Officer and Director
1-844-451-3594
eoghan.bergin@lendified.com

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

This news release may contain forward-looking statements which reflect the Company's current expectations regarding future events. The forward-looking statements are often, but not always, identified by the use of words such as "seek", "anticipate", "plan, "estimate", "expect", "intend" and statements that an event or result "may", "will", "should", "could" or "might" occur or be achieved and other similar expressions. These forward-looking statements involve risk and uncertainties, any of which could cause results, performance, or achievements to differ materially from the results discussed or implied in the forward-looking statements. Many risks are inherent in the industries in which the Company participates; others are more specific to the Company. The Company's ongoing quarterly filings should be consulted for *additional information on risks and uncertainties relating to these forward-looking statements. Investors should not place undue reliance on any forward-looking statements. Management assumes no obligation to update or alter any forward-looking statements whether as a result of new information, further events or otherwise.*