MENĒ

Menē Launches myMENĒ – an Intelligent Jewelry Customization Technology and User Experience

TORONTO – November 16, 2018 – Menē Inc. (TSX-V:MENE) ("Menē" or the "Company"), an online 24 karat jewelry brand, today unveiled its new interactive **myMENĒ** jewelry customization technology and user experience. **myMENĒ** combines technology developed in-house by the Company's product and engineering teams with Menē's unique business model to provide a highly customized user experience to consumers via any desktop computer or mobile device.

This intelligent new feature allows Menē customers to choose from the Company's ever-expanding collection of 24 karat gold and platinum charms to create, preview, edit, share, and purchase customized Menē bracelets and necklaces.

Charm bracelets and necklaces can be built by matching selected charms with various lengths of gold and platinum Menē Classic Chains, Chain Bracelets, and free genuine leather cowhide leather cord bracelets and necklaces.

The new customization feature will soon be expanded to include the Company's selection of 24 karat gold and platinum pendants, medallions, and Menē Narrow Chains.

Customers can add their custom creations to their shopping bag for immediate purchase and have their order shipped to themselves or delivered to others as gifts. Customers can also save a custom design to their Wishlist to revisit later or share with friends and family from their account Dashboard.

"Our new myMENĒ Bracelet & Necklace Customizer perfectly demonstrates our commitment to a unique and powerful customer experience. It also underscores how we plan to leverage our deep understanding of technology to enhance both the education around Menē as a concept and our unique product experience," said Menē Inc. CEO Roy Sebag. "Given the growing repository of charm, pendant, and bracelet designs we will be adding to our selection, this technology allows our customers to personalize their own unique Menē piece prior to purchase with an extremely realistic visual representation on their mobile device or desktop. This is a perfect example of how we embrace our strengths and is only a preview of what's to come as we continue to focus on disrupting every aspect of the jewelry buying experience from education to technology and transparency."

To experience the myMENĒ Bracelet & Necklace Customizer, visit: mene.com/my-mene.

Images of the new feature can be downloaded here.

About Menē Inc.

Menē crafts pure 24 karat gold and platinum jewelry that is transparently sold by gram weight. Through mene.com, customers may buy jewelry, monitor the value of their collection over time, and sell or exchange their pieces by gram weight at prevailing market prices. Menē was founded by Roy Sebag and Diana Widmaier-Picasso with a mission to restore the relationship between jewelry and savings. Menē empowers consumers by marrying innovative technology, timeless design, and pure precious metals to create pieces which endure as a store of value.

For more information about Menē, visit mene.com.

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Forward-Looking Statements

This news release contains or refers to certain forward-looking information. Forward-looking information can often be identified by forward-looking words such as "anticipate", "believe", "expect", "plan", "intend", "estimate", "may", "potential" and "will" or similar words suggesting future outcomes, or other expectations, beliefs, plans, objectives, assumptions, intentions or statements about future events or performance. All information other than information regarding historical fact, which addresses activities, events or developments that the Goldmoney Inc. (the "Company") believes, expects or anticipates will or may occur in the future, is forward looking information. Forward-looking information does not constitute historical fact but reflects the current expectations the Company regarding future results or events based on information that is currently available. By their nature, forward-looking statements involve numerous assumptions, known and unknown risks and uncertainties, both general and specific, that contribute to the possibility that the predictions, forecasts, projections and other forward-looking information will not occur. Such forward-looking information in this release speak only as of the date hereof.