Hapbee to Host Sponsored Challenge on Popular Strava Fitness App

Strava, the #1 App for runners and cyclists with a global heatmap of 95 million athletes, will feature a Hapbee-branded challenge commencing Feb 7, 2022

MONTRÉAL, Feb. 2, 2022 - Hapbee Technologies, Inc. (TSXV: HAPB) (OTCQB: HAPBF) (FSE: HA1) ("Hapbee" or the "Company"), a leading provider of wellness wearable technology, is pleased to announce that the Company will partner with Strava, one of the world's most engaged community of athletes to host a sponsored challenge, titled "*Hapbee Choose Your Challenge*". The challenge commences on Monday, February 7, 2022, and runs through Sunday, February 20, 2022.

The Strava mobile app enables millions of athletes all over the world, and across many walks of life, to inspire each other to new heights and higher goals in their quest to unlock their full fitness potential. With more than 95 million users, and growing at approximately 2 million new athletes per month, Strava is among the largest and fastest growing communities of athletes in the world.[1]

"Strava is a perfect fit with our brand messaging and aligns well with our mission to improve people's lives through better sleep, physical performance and recovery," said Yona Shtern, CEO of Hapbee. "The fitness community is a focal point of our outreach. Garnering exposure within the premier mobile app for athletes is a fantastic opportunity to increase Hapbee's growing brand awareness and benefits among active fitness enthusiasts. We look forward to delivering a fun challenge that inspires members of Strava's community and ours to enhance their wellness habits with the help of Hapbee's headband and library of digital wellness blends."

The sponsored challenge aims to expose Hapbee to a growing and captive segment of the fitness and wellness market, providing the Company with the opportunity to significantly broaden brand visibility on a top-tier wellness platform. The challenge has been designed to promote a healthy lifestyle while incentivizing Strava members to try Hapbee with a special offer.

To participate in the sponsored challenge, Strava members will need to log a minimum of six hours for any workout on the app over the course of two weeks. Members who complete the Company's sponsored challenge will have the opportunity to receive a $100 discount offer for the Hapbee Headband and a bonus three-month free all-access subscription to the Company's library of digital wellness signal blends.

About Hapbee

Hapbee is a leading wearable wellness technology platform provider aiming to help people improve their wellbeing and enhance how they feel. The Company is the creator of the Hapbee Headband, which is powered by patented ultra-low radio frequency energy (ulRFE®) technology and delivers low-power electromagnetic signal blends designed to help improve users' sleep, productivity, recovery, and relaxation. Hapbee has offices in Montreal, Vancouver, Seattle and Los Angeles.

Hapbee is available for purchase at Hapbee.com and through authorized Hapbee dealers.

For more information about Hapbee, please visit hapbee.com.

Forward-Looking Information

Certain statements in this news release may constitute "forward-looking information" within the meaning of applicable securities laws (also known as forward-looking statements). Forward-looking information involves known and unknown risks, uncertainties and other factors, and may cause actual results, performance or achievements or industry results, to be materially different from any future results, performance or achievements or industry results expressed or implied by such forward-looking information. Forward-looking information generally can be identified by the use of terms and phrases such as "anticipate", "believe", "could", "estimate", "expect", "feel", "intend", "may", "plan", "predict", "project", "subject to", "will", "would", and similar terms and phrases, including references to assumptions. The forward-looking statements are not historical facts but reflect current expectations regarding future results or events. This news release contains forward-looking statements. These forward-looking statements are based on current expectations and various estimates, factors and assumptions and involve known and unknown risks, uncertainties and other factors. Any statements about Hapbee's product marketing and development initiatives; are all forward-looking information. Forward-looking statements are not guarantees of future performance and involve risks, uncertainties and assumptions which are difficult to predict. Such statements and information are based on numerous assumptions regarding the Company's ability to meet its planned product, marketing and development initiatives.

Factors that could cause the actual results to differ materially from those in the forward-looking statements include, delays in marketing programs, production, manufacturing, collection of data from customer use, or the Company may not be able to achieve its targets as anticipated or at all; changes in legislation and regulations; increase in operating costs; equipment failures; failure of counterparties to perform their contractual obligations; litigation;. Forward-looking statements contained in this news release are expressly qualified by this cautionary statement. These statements should not be read as guarantees of future performance or results. Such statements involve known and unknown risks, uncertainties and other factors that may cause actual results, performance or achievements to be materially different from those implied by such statements. The Company assumes no responsibility to update or revise forward-looking information to reflect new events or circumstances unless required by law. Readers should not place undue reliance on the Company's forward-looking statements.

Forward-looking information is provided for the purpose of presenting information about management's current expectations and plans relating to the future and readers are cautioned that such statements may not be appropriate for other purposes. Forward-looking information involves significant risks and uncertainties and should not be read as a guarantee of future performance or results as actual results may differ materially from those expressed or implied in such forward-looking information. Those risks and uncertainties include, among other things, risks related to: that Hapbee will be able to complete its business objectives as anticipated; the impacts of the COVID-19 pandemic on the Canadian and global economy, Hapbee's industry and its business, which may negatively impact, and may continue to negatively impact, Hapbee and may materially adversely affect its investments, results of operations, financial condition;

The forward-looking information contained herein is expressly qualified in its entirety by this cautionary statement. Forward-looking information reflects management's current beliefs and is based on information currently available to Hapbee. The forward-looking information is stated as of the date of this news release and Hapbee assumes no obligation to update or revise such information to reflect new events or circumstances, except as may be required by applicable law.

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.

1. https://www.strava.com/yis-community-2021

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