



Logiq Partners with Peer39 to Bring Advanced Pre-Bid Keyword, Contextual & Brand Safety Solutions to E-Commerce Marketing

New York, NY – July 13, 2021 – Logiq, Inc. (NEO: LGIQ) (OTCQX: LGIQ), a global provider of award-winning e-commerce and fintech solutions, has partnered with [Peer39](#) to provide small and medium-sized brands (SMBs), and the agencies that serve them, with the industry’s largest and most scaled pre-bid keyword, contextual and brand safety solutions for modern marketers. Integrated within [Logiq’s Digital Marketing](#) platform, Logiq’s clients will have direct access to Peer39’s industry-leading capabilities within a single experience.

With the continued evolution of regulation and media platform policies for how third-party data and cookies can be utilized by online marketers, contextual targeting is experiencing a “[renaissance](#)” with its prominence into a marketer’s digital advertising campaigns. Today’s natural language processors can scan a page of written content and immediately relay to a marketer the nuances and sentiment on the page to inform whether or not to bid for an ad placement.

Peer39 provides marketers the ability to assess, in real-time, context of media on webpages, mobile apps and other forms of digital content. The contextual offering can be targeted or avoided based on IAB’s standard contextual taxonomy and Peer39’s proprietary categories, as well as with custom keyword categories tailored to a marketer’s unique campaign and customer acquisition goals. Additionally, Peer39 offers other innovative solutions such as:

- Targeting and avoidance based on-page signals (such as likes, comments, social media activity, the number of ads on a page, and the presence of video), all helping advertisers understand and leverage the holistic quality of the environment their message is delivered within.
- Context in mobile App and Mobile Web environments.
- Contextual targeting for OTT-CTV campaigns.
- Targeting based on the local weather conditions of the user.
- Identifying whether or not a publisher’s webpage content has a positive or negative sentiment.
- Brand suitability controls that enable marketers to target media around content that is aligned to their specific risk profile, thus avoiding hazardous content that may be too violent or mature for their targeted consumers, along with the ability to implement industry-specific brand safety categories to avoid negative content.

Through this partnership, Logiq will make these Peer39 controls available within the Logiq Digital Marketing platform. Within a single sign-in experience, Logiq clients will be able to access and leverage these Peer39 capabilities directly into their digital marketing campaigns and measure results straight from their Logiq dashboard and reports.

“We are very excited to be a Logiq strategic partner,” said Alex White, chief operating officer of Peer39. “E-commerce advertisers' needs are unique, and they benefit from more in-depth contextual insights. The ability to customize and scale digital campaigns in the right context, based on unique and customized needs, gives e-commerce marketers a valuable tool to add to their multi-channel advertising strategies. Customized contextual targeting provides the depth these advertisers need to target users based on any product in every aisle of their virtual stores.”

Manny Puentes, president of Logiq Digital Marketing, commented: “This partnership marks a great first step of many we will have with Peer39. Their customized contextual targeting, local weather signals, and brand suitability controls, all can be leveraged throughout our Logiq Digital Marketing platform. Our clients can take these signals and customize their bidding algorithm to provide even more precision and transparency to when and how much they will bid for an advertising opportunity. This will give our clients an even greater advantage to successfully compete for more consumers online.”

The capabilities of this partnership are expected to launch mid Q3 of 2021 and Logiq is already working with clients to onboard these features into their upcoming marketing campaigns. For more information or speak with a Logiq representative, please contact us [here](#).

About Peer39

Peer39 is an independent data company that provides the largest data set available in the digital advertising ecosystem. Every day, the industry's leading brands, agencies, and publishers trust Peer39's AI-powered semantic analysis engine to provide a holistic understanding of page content, meaning, and sentiment. Peer39 does this by analyzing the relationship between words on a page, the content of a video, or in an app, ensuring appropriate classification. As people's time and attention become more fragmented, Peer39 believes that to succeed, you need as much contextual understanding of your audience as possible. We believe that it's as much about the digital environment as it is about the physical environment. Only then can you deliver the right ad to the right user in the right context. For more information, visit www.peer39.com.

About Logiq

Logiq Inc. is a U.S.-based leading global provider of e-commerce and fintech business enablement solutions. Its DataLogiq business provides a data-driven, end-to-end e-commerce marketing solution. Its AI-powered LogiqX™ data engine delivers valuable consumer insights that enhance the ROI of online marketing spend. The company's Fixel technology offers simplified online marketing with critical privacy features.

In its AppLogiq business, Logiq's platform-as-a-service, branded as CreateAPP™, enables small- and medium-sized businesses worldwide to easily create and deploy a native mobile app for their business without technical knowledge or background. CreateAPP™ empowers businesses to reach more customers, increase sales, manage logistics, and promote their products and services in an easy, affordable, and highly efficient way. CreateAPP™ is offered in 14 languages across 10 countries and three continents, including some of the fastest-growing emerging markets in Southeast Asia. The company's PayLogiq, branded as AtozPay™ in Indonesia, offers mobile payments, and GoLogiq, branded as AtozGo™ in Indonesia, offers hyper-local food delivery services. Connect with Logiq: [Website](#) | [LinkedIn](#) | [Twitter](#) | [Facebook](#).

Important Cautions Regarding Forward-Looking Statements

This press release contains certain forward-looking statements and information, as defined within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, and is subject to the Safe Harbor created by those sections. This press release also contains forward-looking statements and forward-looking information within the meaning of Canadian securities legislation that relate to Logiq's current expectations and views of future events. Any statements that express, or involve discussions as to, expectations, beliefs, plans, objectives, assumptions or future events or performance (often, but not always, through the use of words or phrases such as "will likely result", "are expected to", "expects", "will continue", "is anticipated", "anticipates", "believes", "estimated", "intends", "plans", "forecast", "projection", "strategy", "objective" and "outlook") are not historical facts and may be forward-looking statements and may involve estimates, assumptions and uncertainties which could cause actual results or outcomes to differ materially from those expressed in such forward-looking statements. No assurance can be given that these expectations will prove to be correct and such forward-looking statements included in this press release should not be unduly relied upon.

These statements speak only as of the date of this press release. Forward-looking statements are based on a number of assumptions and are subject to a number of risks and uncertainties, many of which are beyond Logiq's control, which could cause actual results and events to differ materially from those that are disclosed in or implied by such forward-looking statements. In particular and without limitation, this press release contains forward-looking statements regarding our products and services, the use and/or ongoing demand for our products and services, expectations regarding our revenue and the revenue generation potential of our products and services, our partnerships and strategic alliances, the impact of global pandemics (including COVID-19) on the demand for our products and services, industry trends, overall market growth rates, our growth strategies, the continued growth of the addressable markets for our products and solutions, our business plans and strategies, our competitive position in our industry, and other risks described in the Company's prior press releases and in its filings with the Securities and Exchange Commission (SEC) including its Annual Report on Form 10-K and any subsequent public filings, and filings made pursuant to Canadian securities legislation that are available on www.sedar.com, including under the heading "Risk Factors" in the Company's Canadian Prospectus.

Logiq undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as may be required by law. New factors emerge from time to time, and it is not possible for Logiq to predict all of them, or assess the impact of each such factor or the extent to which any factor, or combination of factors, may cause results to differ materially from those contained in any forward-looking statement. Any forward-looking statements contained in this press release are expressly qualified in their entirety by this cautionary statement.

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