

FRNT Completes Upgrade of U.S. Listing on the OTCQB Market

TORONTO, January 24, 2023 – FRNT Financial Inc. (TSXV:FRNT) (OTCQB:FRFLF) (FSE:XZ3) (“FRNT” or the “Company”); an institutional capital markets and advisory platform focused on digital assets, announces that its common shares have been successfully upgraded from the OTC Pink to the OTCQB Venture Market (“OTCQB”) under the symbol “FRFLF”, effective at the open trading of January 19, 2023. FRNT continues to trade on the TSX Venture Exchange under the symbol “FRNT” and the Frankfurt Stock Exchange under the symbol “XZ3”.

The OTCQB is a U.S. trading platform operated by the OTC Markets Group and is the leading marketplace of early-stage and developing U.S. and international companies. To be eligible, companies must be current in their financial reporting, undergo an annual company verification and management certification process, and meet a minimum bid price test. The OTCQB provides key benefits for investors with efficient market standards, transparency, and visibility of companies on the OTCQB market. Streamlined market standards enable Canadian companies to provide a strong baseline of transparency to inform and engage U.S. investors. To learn more, visit www.otcmarkets.com.

‘We are very pleased to continue to expand the regions and currencies in which FRNT is listed, facilitating a greater diversification of its shareholder base.’ Noted CEO and Co-Founder Stéphane Ouellette, ‘Our business is global and we believe it’s important we have an investor-base that reflects that.’

About FRNT Financial Inc.

FRNT Financial is an institutional capital markets and advisory platform focused on digital assets. FRNT, through a technology-forward and compliant operation, aims to bridge the worlds of traditional and web-based finance. Partnering with both financial institutions and crypto native firms, FRNT operates 5 synergistic business lines including deliverable trading services, institutional structured derivative products, merchant banking, advisory and consulting, and principal investments & trading. Co-founded in 2018 by CEO Stéphane Ouellette, FRNT is a global firm headquartered in Toronto, Canada.

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Cautionary Note Regarding Forward-Looking Information

This press release contains “forward-looking statements” and “forward-looking information” within the meaning of applicable law. Generally, forward-looking statements and forward-looking information can be identified by the use of forward-looking terminology such as “plans”, “expects” or “does not expect”, “is expected”, “budget”, “scheduled”, “estimates”, “forecasts”, “intends”, “anticipates” or “does not anticipate”, “believes”, or variations of such words and phrases or statements that certain actions, events or results “may”, “could”, “would”, “might” or “will be taken”, “occur” or “be achieved”. All forward-looking statements and forward-looking information are based on reasonable assumptions that have been made by the Company as at the date of such information. Forward-looking statements and forward-looking information are subject to known and unknown risks, uncertainties and other factors that may cause the actual results, level of activity, performance or achievements of the Company to

be materially different from those expressed or implied by such forward-looking statements and forward-looking information, including but not limited to: the general risks associated with the speculative nature of the Company's business, current global financial conditions, uncertainty of additional capital, price volatility, no history of earnings, government regulation in the industries in which the Company operates, political and economic risk, absence of public trading market, arbitrary offering price, dilution to the Company's common shares, dependence on key personnel, currency fluctuations, insurance and uninsured risks, competition, legal proceedings, conflicts of interest and lack of dividends. Although the Company has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking statements and forward-looking information, there may be other factors that cause results not to be as anticipated, estimated or intended. There can be no assurance that such information will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements or information. Accordingly, readers should not place undue reliance on forward-looking statements or forward-looking information. The Company does not undertake to update any forward-looking statement or forward-looking information that is included herein, except in accordance with applicable securities laws.