

VSBLTY PARTNERS WITH BITMINE AI TO BUILD ENHANCED REVENUE MODEL FOR RETAILERS

VSBLTY Curates and Combines Data Sets from Retail Media Networks with Rooftop Surveillance Data for Higher ROI

Philadelphia, PA, January 22, 2025 –VSBLTY Groupe Technologies Corp. (OTCQB: VSBGF) (CSE: VSBY) (Frankfurt 5VS) (“VSBLTY”), a global leader in AI software providing security and retail analytics technology, announces their partnership with BITMINE AI, a subsidiary of Tower Genius, LLC, that was created for the sole purpose of expanding data related business opportunities. VSBLTY will curate and aggregate data collected from various sources including digital screen networks, cell phones, and license plate recognition tech, among others. This innovative platform includes the robust demographic data from VSBLTY’s state-of-the-art AI computer vision technology that measures and validates customer engagement, media impressions and helps inform retail operations. The combined team is currently deploying their first phase of C-Stores that will collect and monetize both data sets.

“We are excited to collaborate with VSBLTY to allow for the expansion of their in-store analytics program, funding a significant amount of new hardware that is designed to maximize revenue generated from a variety of specialty data brokers”, proclaimed Managing Partner of Tower Genius and BITMINE AI, Stephen Kazella. Leveraging our established relationships with leading retail real estate firms, we are confident in our ability to streamline the deployment of this equipment effectively. We pride ourselves on our track record for providing turnkey retail services and best practices to ensure success for this rapidly emerging model. Our ultimate objective over the next few years is to scale our network in the range of 10K or more locations. The revenue potential for retailers to share in this model is substantial and provides major new revenue to a business known to previously operate on small margins. Our new partnership brings financing, installation, maintenance, and monitoring to the equation. Retailers only need to sign an access agreement to enable the installation of the necessary hardware stack to harness this valuable data. Our deployment model is specifically designed to create a seamless and profitable partnership with property owners, ensuring a hassle-free experience while maximizing returns.”

Jay Hutton, CEO of VSBLTY added “We are excited to combine these two data sets as they advance our opportunity to achieve immediate revenue and ROI results as monetization of the rooftop data is instant. Advertising revenue from retail stores is lucrative but takes more time to build as CPG brands start to see double digit lift numbers from media impressions delivered at point of sale. Impulse purchases are driving 25-35% lift consistently.” Our partnership with BITMINE AI, along with other trusted deployment partners give us a unique ability to differentiate our model and accelerate our ability to scale.”

About VSBLTY (<http://vsblty.net/>)

Headquartered in Philadelphia, VSBLTY (OTCQB: VSBGF) (CSE: VSBY) (Frankfurt: 5VS) (OTC: VSBGF) (“VSBLTY”) is the world leader in Artificial Intelligence and real time interpretation of what a CCTV and other cameras see. By utilizing facial recognition, age and gender, VSBLTY’s proprietary



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technology can effectively enhance retail brand engagement and data analytics measurement through customized ads on in-store digital displays at point of purchase in real time. This technology has been proven to increase brand sales by over 25%. The firm is also recognized for its leadership role in the growing “Store as a Medium” movement that enables brands to reach customers with paid media ads when and where buying decisions are being made while producing a new revenue stream for retailers. Most recently, VSBLTY has been building object recognition software to identify products by SKU, at the point of checkout, to integrate this capability into their retail media network offering to retailers and large CPG brands that lack customer information and transaction data at the point of sale.

Using its proprietary AI software, and the various data collected using their software, VSBLTY has also developed a range of security solutions that include not only facial recognition but weapon recognition utilizing modern surveillance cameras and legacy CCTV cameras. VSBLTY has the capability to create a proactive security system rather than a reactive security system, providing early warning of threats that can save lives. Data collected through the platform can inform large scale deployments for smart city, private state and federal municipal security programs including border control.

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About BITMINE AI

BITMINE AI is a wholly owned subsidiary of Tower Genius LLC, the premier independent consultancy specializing in telecommunications network deployment for property owners across the United States. With a combined 55+ years of expertise in wireless infrastructure and landlord representation, co-founders Kevin Donohue and Stephen Kazella have successfully driven the development of wireless networks across retail, industrial, municipal, and residential properties nationwide.

The partners of Tower Genius have overseen network design, lease negotiations, and construction projects collectively valued at more than \$15.5 billion. The firm is recognized as a leading authority in the wireless infrastructure sector, frequently cited by prominent media outlets such as The New York Times and Crain’s New York Business alongside industry trade publications. In addition to its track record of operational excellence, Tower Genius is a trusted advisor to top Wall Street investment banks, providing insights on emerging market trends and developments within the wireless infrastructure space.

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