VSBLTY EXPANDS MARKETSQUARE PROGRAM TO MEASURE POINT OF SALE TRANSACTIONS THROUGHOUT LATIN AMERICA

VSBLTY Has Validated Model for Identifying SKU's (Stock Keeping Unit) at POS Tied to Sales and Customer Demographic Data

Philadelphia, PA, February 4, 2025, 2025 –VSBLTY Groupe Technologies Corp. (OTCQB: VSBGF) (CSE: VSBY) (Frankfurt 5VS) ("VSBLTY"), a global leader in AI software providing retail and security analytics technology, announced the expansion of their MarketSquare program in Mexico and throughout Latin America. VSBLTY will begin to bundle this data with data being collected on behalf of Winkel Media for sale to major consumer package goods clients.

"This is no longer just a proof of concept. We are now scaling this important program that helps brands know more precisely what their transaction and inventory data is in stores that traditionally have very little POS data. The cost savings to brands that can more efficiently service stores that need restocking vs those that do not is significant. Jay Hutton, CEO of VSBLTY added "We are excited with the initial results that we have been able to achieve this past year in regard to accuracy, using computer vision technology to train computers and cameras to "see" and identify specific products by brand and SKU. Accuracy levels are approaching 90% and above. This capability, coupled with demographic data about the actual shopper provides tremendous insights to CPG clients."

According to Grand View Research, the global Point of Sale (POS) marketplace surpassed $100 Billion in 2023 and has an ongoing growth estimate of 8.3% CAGR. This innovation, a result of an integrated co-development effort, with one of the largest consumer brands in the world, is in direct response to a chronic commercial problem for CPG's aiming to fully digitize supply chain.

Adding accurate computer vision-based sales tracking with audience measurement allows brands, for the first time, to derive insights regarding brand preference based upon demographic information. The computer sees the product and, in a privacy compliant way, also sees the demographic profile of the consumer.

This product offering uses computer vision to not only detect physical products at the point of sale but also to correlate sales with demographics in near real time. It will be made available to brands on a monthly subscription basis to track sell out and sales momentum in locations where there is little or no alternative methodology.

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 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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