



## **SponsorsOne's Cryptocurrency SponsorCoin Now Exchangeable Into Bitcoin and Ethereum**

### **For Immediate Release**

**Waterloo, Ontario, January 30, 2018: SponsorsOne Inc. (CSE: SPO) (Frankfurt: 5SO) (the "Company")**, has developed the SponsorsCloud™ platform to support the SponsorCoin, the world's first scalable, digital cryptocurrency for social networks. Smart contracts, between brands, consumers and influencers, which automatically determine compensation for authentic social engagement are backed by SponsorCoins. SponsorsOne is pleased to announce that the SponsorCoin digital wallet will now facilitate the automatic, real time conversion of SponsorCoin into Bitcoin, Ethereum and many other popular cryptocurrencies that trade internationally.

"Providing liquidity outside the SponsorsCloud for our Brand Communities has always been our goal." states Myles Bartholomew, CEO of SponsorsOne. "The conversion will be 100% cash backed and as an audited public company the cash held in reserve will be fully reported on our balance sheet."

The SponsorCoin digital wallet will show, in real time, the exchange value of Bitcoin, Bitcoin Cash, Ethereum, Litecoin, Ripple, Dash and other currencies based on the current exchange prices around the world. With one click users can exchange their SponsorCoins into any of the supported block chain crypto-currencies.

Each exchange is supported with USD or CAD held on SponsorsOne's balance sheet in a segregated account and reported quarterly through an audit report. This cash reserve is built up from the revenue generated through successful marketing campaigns that lead to sales directly with brands that contract with SponsorsOne. SponsorsOne earns 20% of revenue generated from brand sales and will set aside 10% (2% of sales) of revenue as a cash reserve. Exchanged SponsorCoins will be returned back to SponsorsOne's account for allocation back to the contracted brands supporting further smart marketing campaigns and ongoing revenue generation.

### **About SponsorsOne:**

SponsorsOne is positioned to become a leader in the next evolution of social digital marketing and crypto-commerce with the SponsorsCloud™ platform and its highly scalable digital – smart contract based crypto-currency called SponsorCoin. Combined, this allows contracted brands to build and manage their own proprietary and highly engaged communities of influencers within the social realm. The SponsorsCloud™ platform allows for data driven marketing campaigns that will change the way brands connect to their customers and compensate the consumer for authentic engagement using the SponsorCoin digital crypto-currency. SponsorsCloud™ and SponsorCoin are tools for brands to inspire real movements around their products and services in which their most valuable customers become their best salespeople, producing far greater ROI than current social media advertising methods.



ON BEHALF OF THE BOARD  
Gary Bartholomew, Executive Chairman

To learn more please visit [www.sponsorsone.com](http://www.sponsorsone.com)  
Or [www.sponsorsone.com/de/](http://www.sponsorsone.com/de/)

The Canadian Securities Exchange (“CSE”) has neither approved nor disapproved the contents of this Press Release.

### **Forward-Looking Statements**

This news release contains forward-looking statements and information that are based on the beliefs of management and reflect the Company’s current expectations. When used in this news release, the words “estimate”, “project”, “belief”, “anticipate”, “intend”, “expect”, “plan”, “predict”, “may” or “should” and the negative of these words or such variations thereon or comparable terminology, are intended to identify forward-looking statements and information. Such statements and information reflect the current view of the Company with respect to risks and uncertainties that may cause actual results to differ materially from those contemplated in those forward-looking statements and information.

By their nature, forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause actual results, performance or achievements, or other future events, to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Such factors include, among others, the following risks: risks associated with marketing and sale of securities; the need for additional financing requirements and access to capital, reliance on key personnel; the potential for conflicts of interest among certain officers or directors with certain other projects; the volatility of the volume and price of the Common Shares, the failure of the business strategy, the integrity of the Company’s patents and proprietary intellectual property and competition. The Company cautions that the foregoing list of risk factors is not exhaustive and is subject to change and there can be no assurance that such assumptions will reflect the actual outcome of such items or factors. When relying on the Company’s forward-looking statements and information to make decisions, investors and others should carefully consider the foregoing factors and other uncertainties and potential events, including the risk factors set out in the Company’s Listing Statement. The Company has assumed a certain progression, which may not be realized. It has also assumed that the material factors referred to above will not cause such forward-looking statements and information to differ materially from actual results or events.

THE FORWARD-LOOKING INFORMATION CONTAINED IN THIS NEWS RELEASE REPRESENTS THE EXPECTATIONS OF THE COMPANY AS OF THE DATE OF THIS NEWS RELEASE AND, ACCORDINGLY, IS SUBJECT TO CHANGE AFTER SUCH DATE. READERS SHOULD NOT PLACE UNDUE IMPORTANCE ON FORWARD-LOOKING INFORMATION AND SHOULD NOT RELY UPON THIS INFORMATION AS OF ANY OTHER DATE. WHILE THE COMPANY MAY ELECT TO, IT DOES NOT UNDERTAKE TO UPDATE THIS INFORMATION AT ANY PARTICULAR TIME EXCEPT AS REQUIRED IN ACCORDANCE WITH APPLICABLE SECURITIES LEGISLATION.



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