



# SponsorsOne Announces SponsorsCloud eCommerce Engine

## For Immediate Release

Waterloo, Ontario, February 22, 2018: **SponsorsOne Inc. (CSE: SPO) (Frankfurt: 5SO) (the “Company”)**, has developed the SponsorCoin, which is a cryptocurrency designed to get brands and social media influencers working together. The Company announces the addition of an eCommerce engine to the SponsorsCloud platform. Influencers can now use SponsorCoin to purchase products inside the SponsorsCloud, and brands can measure the real-time ROI of social media marketing campaigns.

“We have closed the loop between marketing and sales by adding eCommerce to our SponsorsCloud platform,” states Myles Bartholomew, CEO of SponsorsOne. “Every social media marketing dollar spent can now be directly attributed to sales, in real time.”

SponsorsCloud lets brands bypass ad agencies by connecting directly with social media influencers. Brands benefit from authentic, word-of-mouth advertising, which costs nothing upfront and has been shown to be more effective than paid advertising for reaching Millennials, the world’s most influential demographic – with \$1.3 Trillion in spending in 2017. Millennials look to influencers on social media to make buying decisions and seek out brands that share their values.

Brands create ‘smart campaigns’ with the SponsorsCloud platform and publish them to their community of influencers. Influencers then share smart campaigns on social media and earn SponsorCoins for each engagement. Brands can access real-time campaign interaction data from the SponsorsCloud dashboard, which gives them the power to optimize campaigns based on ROI or reach. Our goal is to help brands boost their ROI from an industry average of 3x - 5x marketing expenditures to 10x - 20x using our new eCommerce engine.

SponsorsOne’s fashion and food brand partners will be the first to load their products into the new SponsorsCloud eCommerce engine.

## About SponsorsOne:

SponsorsOne is disrupting the traditional advertising model and leveling the playing field for small brands. Our cloud based platform, SponsorsCloud, lets brands reach millions of targeted consumers with authentic, word-of-mouth advertising, bypassing intermediaries like agencies and ad networks. Our proprietary cryptocurrency, SponsorCoin, is awarded to Influencers who share brand promotions with their social media followers. SponsorCoin can then be used to purchase products and services at a discount from any brand on our network or trade for popular cryptocurrencies such as Ethereum, Bitcoin and Litecoin. This new advertising model cuts upfront costs for brands to near zero and gives every customer an incentive to become a brand ambassador.



ON BEHALF OF THE BOARD

Gary Bartholomew, Executive Chairman

To learn more please visit <http://sponsorsone.com>  
Or email: [info@sponsorsone.com](mailto:info@sponsorsone.com)

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.

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