



**Sponsors
One™**

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SponsorsOne Operational Update and AGM Conference Call - First Brands live December 2018

For Immediate Release

Waterloo, Ontario, November 21, 2018: SponsorsOne Inc., (CSE: SPO) (Frankfurt: 5SO) the company that makes small brands BIG by building large, engaged and authentic communities that buy and support the Brands they love, is pleased to provide an operational update on the progress to revenue and earnings and to invite our shareholders to attend in person or by conference call, the Annual General Meeting of Company on Thursday, November 22, 2018 at 11:30 AM Eastern Time in Toronto.

"Our team has been heads down on the launch of the initial brands in support of Making Small Brands Big," stated Myles Bartholomew, CEO of SponsorsOne. "Developing the brand's story that will connect with the millennial buyer has been the focus, we are set to launch with two brands in December 2018 with the goal to add an additional 5 brands in Q1 2019".

Brand Updates

SPO announced jewelry designer Blue Water Ventures and wellness supplement maker PetCell as the initial brands for launch. Both of these brands have revenue capacity well over \$10 million annually, so scaling to profitability is not an issue. SPO has built the eCommerce sites for these brands using Shopify, complete with fulfillment and payment processing..

Each of the brand stories is developed under the direction of John Strauss, SPO's Creative Director and content development is currently in post-production. Content will be distributed over social and digital media channels including Amazon Direct, Facebook, Instagram, YouTube, and Twitter.

Chester See, head of Influencer strategy for SPO has been involved in how to tell the story to his followers and is involved in post-production. The overall plan is to drive sales of the brand products during this holiday buying season by communicating a story that connects with the millennial buyer.

Platform Update

The SponsorCoin platform is completed and currently operational in our production environment while development focus is on completing the mobile app and micro-influencer UX design. SponsorsOne expects to introduce the mobile app in Q1 2019 to the Brand communities.

Capital Market Update

While the capital market remains very challenging the SPO continues to press release it's progress to inform investors. SPO has executed two investor relations campaigns, resulting in over 2 million shares traded. SPO explored using social media to reach Canadian investors with efforts focused on the buildup of our social media on Facebook and Instagram. The Company's social media will continue to be active as our story builds with the Brands. Heading into 2019 the Company will engage with a national Investor Relations firm for 2019, starting with a national roadshow in January to tell the SPO story. Final negotiations for the IR contract are underway and are expected to conclude mid-December 2018.



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AGM and Conference Call

The Company has its Annual General Meeting of the shareholders on Thursday, November 22, 2018, at 11:30 AM EST and invites all shareholders who cannot attend in person to call into the pre-arranged conference call number.

Join the call: <https://www.uberconference.com/sponsorsone> or dial in at: +1.647-557-7909, PIN: 67122,

International access numbers available here: <https://uberconference.com/international>

Toll free at 1-800-234-5678 passcode 234567#.

After the formal part of the meeting has concluded a brief update will be provided and Q&A will commence with participants attending or on the call.

2019 Guidance

SponsorsOne's plan for 2019 is targeting a total of 27 Brands live on the platform across Fashion, Beauty, Wellness, and Food. Each of these Brands producing potentially \$500,000 in gross revenue from the SPO marketing efforts and with SPO charging 20% of the gross revenue. We anticipate cash flow positive and profitability in 2019. We expect by the end of 2019 that the big data analytics within the SponsorCoin platform will provide deep insights to drive further sales with our current Brands to attract more brands in 2020. During 2020 our goal is to add one brand per week with a target of 50 additional brands on the platform.

About SponsorsOne:

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

ON BEHALF OF THE BOARD

Gary Bartholomew, Executive Chairman

To learn more, please visit <http://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.



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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.