



**Sponsors  
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## **SponsorsOne enters into a 3 Year Brand Management Agreement with GO Nutraceuticals Inc.**

### **For Immediate Release**

**Waterloo, Ontario, February 5, 2020, SponsorsOne Inc., (CSE: SPO) (Frankfurt: 5SO), (OTC:SPONF)** the Company that makes small brands BIG through large, engaged, authentic communities of influencers that buy and support the brands they love, announces that it has entered into a three year Brand Management Agreement with GO Nutraceuticals Inc. ("GO"), a leading provider of organic botanicals infused with whole-plant hemp cannabinoids.

"SponsorsOne is very excited about building this new category in the CBD market, the raw – all-natural infusions provide tremendous efficacy above the current highly processed, CBD products," states Myles Bartholomew, CEO of SponsorsOne. "We have worked with GO to build the branding from the ground up and now ready to launch into the USA markets".

GO has developed a molecular infusion process that preserves the raw and natural state of the plant and in a one-step process by infusing the hemp flower with flax seed and an array of botanicals such as chamomile, passionflower, lavender, valerian, ginkgo, ginseng, to name a few. The one-step infusion process has created the first all-natural, raw oil that provides tremendous benefits to the user by preserving the molecular structure and nutrients in the plant – "The Way Mother Nature Intended". All 120 cannabinoids create the Entourage Effect and combined with known health benefits of Flax Oil, and this raw plant category has is finally created.

GO is developing a direct to consumer launch using the SponsorsCoin platform with a fully integrated Shopify platform, providing a branded storefront, back end payment settlement, order management, fulfillment, and shipping logistics. Samples of the GO Ease product are being sent to influencers across the USA for evaluation and are expected to launch within 60 days.

The three-year Brand Development Agreement includes the build and management of the influencer community, the build, and management of the Shopify platform, which generates 20% of revenue for SPO on every sale. Also, SponsorsOne Media provides creative service, content production, packaging and branding design, web and storefront design on a fee for service basis.

Opportunities for a master distribution agreement are in discussion and are under assessment by SPO, whereby GO's product will be available to wholesale/retail across the USA.

### **About GO Nutraceuticals Inc.**

GO and its team have spent the last 5 years developing an all-natural infusion process to combine some of the healthiest botanicals into a raw – whole plant oil extraction. No chemicals, no heat, no alteration of the natural plant creates an oil "The way mother nature intended". By preserving the acid (CBDA, CBGA, THCA) in the Hemp plant, maximum efficacy is experienced as the body's endocannabinoid system can absorb all 120 cannabinoids in their natural state. The Entourage Effect is in full force, where all of the cannabinoid categories interact for maximum health benefits. GO has a complete product line with three concentrations (250, 500 and 1000mg) 30 ml bottles and by infusing botanicals providing specific know health benefits has created, GO Ease, GO Dream, Go Meditate, GO Energize, GO Relax, GO Rejuvenate and GO Heal. GO will launch nationally in the USA in 2020 and plan to expand its operations and product offering internationally in 2021.

### **About SponsorsOne**

SponsorsOne is the leader in the next evolution of digital marketing through influencer marketing, storytelling, and digital-commerce with the SponsorCoin platform and its highly scalable – smart contract-based digital-currency. Combined, this allows brands to build and manage exclusive and highly engaged communities of influencers (from pro to micro-influencers) within the social realm. The SponsorCoin platform provides for data-driven marketing campaigns that will change the way brands connect with their



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customers. 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. SponsorsOne, through its wholly-owned subsidiary, SponsorsOne Media Inc. provides full creative and Brand building/management services to all our Brands as well as manages the influencer communities for each Brand. If the Brand wants to get big – fast, our wholly-owned subsidiary S1 Brands Inc. will build a wholesale/retail distribution channel for the Brand acting as a master distributor. S1 Brands provides sales and marketing on behalf of the Brand to its vast network of national wholesalers and retailers and provides purchase order financing to assist the Brand in fulfilling every order.

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ON BEHALF OF THE BOARD  
Gary Bartholomew, Executive Chairman

To learn more, please visit [www.sponsorsone.com](http://www.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.

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.