



## News Release

### **SponsorsOne Provides Update on Financial Statements and Application for Management Cease Trade Order**

**Waterloo, Ontario, June 22, 2020, SponsorsOne Inc., (CSE: SPO) (Frankfurt: 5SO), (OTC:SPONF). SponsorsOne Inc.** (“SPO” or the “Company”) wishes to provide an update on the following filing deadlines:

- Audited annual financial statements (the "Annual Financial Statements") for the year ended December 31, 2019 on or before April 29, 2020 which was extended to June 15, 2020 by the Temporary Order (as defined below);
- Management's Discussion and Analysis (the "Annual MD&A") on or before April 29, 2020 which was extended to June 15, 2020 by the Temporary Order;
- Interim financial statements (the "Interim Financial Statements") for the quarter ended March 31, 2020 on or before May 30, 2020 which was extended to July 14, 2020 by the Temporary Order; and
- Interim Management Discussion and Analysis (the "Interim MD&A") for the quarter ended March 31, 2020 on or before May 30, 2020 which was extended to July 14, 2020 by the Temporary Order.

SPO continues to make submissions to the Ontario Securities Commission to approve a temporary management cease trade order ("MCTO") under *National Policy 12-203 – Management Cease Trade Orders* (“NP 12-203”), which, if granted, will prohibit trading in securities of the Company by certain insiders of the Company, whether direct or indirect. Since April 29, 2020, SPO has put its management and certain insider under blackout trading restrictions which will continue in place until all SPO filings are current.

SPO has been advised, that if granted, the MCTO will only apply to the Annual Financial Statements and Annual MD&A. If the Interim Financial Statements and Interim MD&A will also be late, a separate MCTO will have to be applied for on or before June 30, 2020.

SPO expects to be in a position to complete the Annual Financial Statements and Annual MD&A on or before July 15, 2020. In the interim, management will fully comply with the provisions of the “Alternative Information Guidelines” under NP 12-203.

Other than as previously disclosed and the contents hereof, there is no material information of the Corporation which has not been disclosed by timely press releases.

#### **About SponsorsOne Inc.**

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



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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 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. Ownership of the Brand combined with distribution, digital marketing innovation, and capital is the winning formula to build the next billion-dollar brand. To learn more, please visit [www.sponsorsone.com](http://www.sponsorsone.com)

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ON BEHALF OF THE BOARD

Gary Bartholomew, Executive Chairman

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:



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- 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.