



## UPSNAP ANNOUNCES EXTENSION OF DEBENTURE MATURITY

**Toronto, Ont. April 1, 2021** – UpSnap Inc. (CSE: UP) (“**UpSnap**” or the “**Company**”), a leading provider of mobile and intent based advertising solutions, today announced that it has amended the terms of its outstanding secured debenture (the “**Debenture**”), held by User Friendly Media (or an affiliate thereof) (“**UFM**”) in the aggregate principal amount of CAD \$800,000, to extend the maturity date of the Debenture from March 31, 2021 to September 30, 2021. The Debenture will continue to bear interest at an annual rate of 13.5% to be paid to UFM bi-annually. The issuance of the Debenture was originally announced by the Company on October 2, 2018.

The extension of the maturity date of the Debenture will be considered a related party transaction within the meaning of Multilateral Instrument 61-101 *Protection of Minority Security Holders in Special Transactions* (“**MI 61-101**”). The Company is relying on exemptions from the formal valuation and minority approval requirements in sections 5.5(b) and 5.7(1)(b) of MI 61-101 in respect of this amendment to the Debenture based on a determination that the Company satisfies the criteria set out in those sections.

### **About UpSnap**

UpSnap provides highly-targeted, data-driven mobile advertising to attract the ideal audience for brands big and small. Utilizing real-time analytics, UpSnap goes beyond location to deliver app-agnostic and results-driven campaigns that produce qualified, engaged customers. UpSnap tailors each campaign to align with unique business goals, delivering the right customers for more meaningful exposure and better business results.

### **For further information, please contact:**

Alex Pekurar, CPA, CA  
Chief Financial Officer  
UpSnap Inc.  
416-619-3903  
apekurar@upsnap.com

Babak Pedram  
Investor Relations  
Virtus Advisory Group Inc.  
416-644-5081  
bpedram@virtusadvisory.com

The CSE has not reviewed, approved or disapproved the content of this press release.