

BELGRAVIA CAPITAL INTERNATIONAL and Fanlogic Commence Design of Blockchain Loyalty Program for the Global Cannabis Industry

TORONTO, Jan. 25, 2018 -- BELGRAVIA CAPITAL INTERNATIONAL INC. (CSE:BLGV) (OTCQB:BLGVF) ("Belgravia Capital", "Belgravia", or the "Company") is pleased to announce the execution of a letter of intent with Fanlogic Interactive Inc. ("**Fanlogic**") for the joint development of the world's first unified cannabis automated industry loyalty rewards program. The program will be developed on a Belgravia/Fanlogic Blockchain proprietary platform. The revenue model will include set up fees, and the generation of commissions on smart-contracted incremental and tracked customer purchases.

The program will be customer accessible on mobile and other electronic media distributed apps. The blockchain-distributed app will provide real-time loyalty reward points to customers of licensed distributors and other legal distributors of medicinal cannabis and related products.

Belgravia is a technology-based finance service provider that is focused on the International legal cannabis industry. Fanlogic is a peer-to-peer social media company generating and retaining customers for B2C businesses. Fanlogic uses digital referrals, branded fantasy games, sweepstakes, and couponing and loyalty programs. This world-class leader is expanding its digital customer generation and retention system by integrating blockchain concepts into its proprietary SaaS platform. Blockchain models remove impediments to direct business-to-customer relations and real-time transaction completion and value enhancement. An example of value enhancement is real-time crediting of loyalty points on the completion of a digitally recorded transaction. Loyalty points will be generated as blockchain resident tokens.

The Letter of Intent covers the goals and specifications of the blockchain development program including: (i) reducing system management costs with smart contracts that report secure, tracked, and transparent transactions of off chain systems, (ii) reducing error and fraud costs; (iii) enabling frictionless systems by placing the entire customer rewards as tokens in the same digital wallet; (iv) increasing market value of the rewards by making the coins inter-operable that means exchangeable into other rewards and also providing a liquid market to get cash value if desired; and (v) making the entire process blockchain real-time, which means scalable to meet user need.

Mr. Mehdi Azodi, President and Chief Executive Officer of Belgravia, stated: "We are absolutely delighted to be expanding our technology platform of services to the legal International cannabis distribution industry. The synergies with the highly experienced team at Fanlogic create a very positive dynamic to work very effectively and in rapid fashion to execute the developments in the upcoming year. We are working towards introducing advanced loyalty reward programs to Canadian licensed distributors of medicinal cannabis products and will also look to generate services for International players in correlation with legalization; specific to their individual jurisdictions and in accordance with International law. Decentralized blockchain databases will provide customers with real-time shopping choices in a way far more efficient than data aggregators; which currently use centralized systems and interfere with direct business-to-consumer relationships and services."

Randolph Brownell, CEO of Fanlogic, stated: "Blockchain is a solution that, if utilized properly, allows for the modernization and monetization of traditional and disruptive business lines. Loyalty is our principal focus for deployment of blockchain, and with the relationship with a leading-edge company like Belgravia, we have the opportunity to be a first mover in this loyalty segment. I am thrilled to begin developing this partnership with Belgravia and to explore delivering loyalty and branding to the International legal cannabis industry."

About Belgravia Capital

Belgravia Capital International is focused on the provision of clearly value-added services to the international legal Cannabis industry. This includes the production of specialized organic fertilizers for Cannabis Sativa plants, and the organization and development of blockchain technology software for seed-to-sale tracking and quality attestation of intermediate and consumer products. The wholly-owned subsidiary of Belgravia, ICP Organics, is a research and development company incorporating agronomic and health perspectives in the Cannabis space. Belgravia is also developing a royalty-streaming subsidiary.

Belgravia Capital intends to establish joint research and development partnerships with Licensed Producers operating under ACMPR regulations in Canada and in other jurisdictions where medicinal cannabis is fully legal. Belgravia Capital may invest in various private and public companies in diversified sectors on an opportunistic basis. For more information, please visit www.belgraviacapital.ca.

Forward-Looking Statements

Certain information set forth in this news release may contain forward-looking statements that involve substantial known and unknown risks and uncertainties and other factors which may cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Forward-looking statements include statements that use forward-looking terminology such as "may", "will", "expect", "anticipate", "believe", "continue", "potential" or the negative thereof or other variations thereof or comparable terminology. Such forward-looking statements include, without limitation, statements regarding planned investment activities &

related returns, trends in the markets for fertilizers and medicinal or recreational use of cannabis, the timing or assurance of the legalization of recreational cannabis, the timing for completion of research and development activities, the potential value of royalties from water and other resources, and other statements that are not historical facts. These forward-looking statements are subject to numerous risks and uncertainties, certain of which are beyond the control of the Company, including, but not limited to, changes in market trends, the completion, results and timing of research undertaken by the Company, risks associated with resource assets, the impact of general economic conditions, commodity prices, industry conditions, dependence upon regulatory, environmental, and governmental approvals, the uncertainty of obtaining additional financing, and risks associated with cannabis use for medicinal or recreational purposes. Readers are cautioned that the assumptions used in the preparation of such information, although considered reasonable at the time of preparation, may prove to be imprecise and, as such, undue reliance should not be placed on forward-looking statements.

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