

## **Empower Clinics announces FOBI partnership to elevate investor relations with digital, mobile and personalized engagement**

### ***PulseIR to power Empower Clinics with automated tools to deliver mobilized, data-driven activation and communication channels***

**VANCOUVER, B.C.: February 2, 2023 – EMPOWER CLINICS INC (CSE:EPW) (OTCQB:EPWCF) ("Empower" or the "Company")** a life sciences healthcare company - serving patients through medical centers, a medical device company and the application of clinical studies that leverages it's high complexity medical diagnostics laboratory – today announced that it signed a deal with PulseIR, a wholly-owned subsidiary of Fobi AI Inc, to deliver personalized, automated, and data-driven mobile investor relations (IR) solutions to their existing and potential shareholders.

Investor relations (IR) platforms must be able to fully deliver content and mobilization that public companies need to connect their stories, drive ROI, and gain traction in a digital market. PulseIR, which supports Fobi's IR platform Investor Pass, delivers a new experience of personalized engagement through real-time, mobile lock screen communication. PulseIR will deliver a data-driven and digital approach to Empower's IR, directly to followers and investors, generating alerts, company news, events, and more.

"This partnership with PulseIR provides a platform to improve our IR strategy and results," stated Steven McAuley, Chairman and CEO of Empower Clinics. "Better understanding our investors and having a new means of direct and personalized communication will make all the difference in how we acquire, engage, and retain our investors and followers. Empower prides itself on using state-of-the-art technology and this agreement with PulseIR helps us bring new capability to our investor relations programs."

This press release is available on the Empower Clinics Verified Forum on AGORACOM for shareholder discussion, questions and engagement with management  
<https://agoracom.com/ir/EmpowerClinics>

#### **ABOUT EMPOWER:**

Empower is an integrated healthcare company with multi-disciplinary clinics, an at-home medical testing device company and state-of-the-art medical diagnostics laboratories. With a growing presence in the U.S. and Canada. Empower is a leader in integrated healthcare and diagnostics solutions and is reshaping the model for patient-first wellness.

#### **About Fobi**

Founded in 2017 in Vancouver, Canada, Fobi is a leading AI and data intelligence company that provides businesses with real-time applications to digitally transform and future-proof their organizations. Fobi enables businesses to action, leverage, and monetize their customer data by powering personalized and data-driven customer experiences and drives digital sustainability by eliminating the need for paper and reducing unnecessary plastic waste at scale.

Fobi works with some of the largest global organizations across retail & CPG, insurance, sports & entertainment, casino gaming, and more. Fobi is a recognized technology and data intelligence leader across North America and Europe, and is the largest data aggregator in Canada's hospitality & tourism industry.

**ON BEHALF OF THE BOARD OF DIRECTORS:**

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