

Fandifi Partners with LA based Yoruba Media and Announces Live Webcast at VirtualInvestorConferences.com

Vancouver, British Columbia--(Newsfile Corp. - April 20, 2022) - [Fandifi Technology Corp.](#) (CSE: FDM) (OTCQB: FDMSF) (FSE: TQ43) ("Fandifi" or the "Company"), is pleased to announce that the Company has entered into a partnership letter of intent ("LOI") with digital media incubator Yoruba Media Labs ("Yoruba"). Yoruba works with brand clients to reach audiences in creative ways, including developing original content/IP that can play out in the tech, gaming and ad spaces. Fulwell 73 is a majority owner of Yoruba.

Under the terms of the LOI, Yoruba will be facilitating business collaborations for Fandom with:

- Celebrity esports tournaments
- Globally recognized awards shows
- Original scripted programming
- Live music events and venues

Yoruba is headed by Wally Eltawashy, who was an executive produce on HBO's Jeffrey Wright feature O.G. and Showtime's The Go-Go's documentary. Mr. Eltawashy has worked with brands, tech start-ups and investors including P&G, Volkswagen, Adidas and Molson Coors. The alliance with Yoruba will help in creating digital content and digital experiences that build a deeper engagement with fans and audiences related to a particular show or brand.

Mr. Eltawashy comments, "Yoruba Media Labs is built on innovative ideas that entertain, inspire and uplift people through content. Through our partnership with Fandifi™, we will be introducing the Company's prediction engine and NFT rewards marketplace to leading content creators, broadcasters, and influencers across a variety of genres. Our goal of building deeper fan engagement intersects directly with the features and capabilities of the Fandifi™ ecosystem."

"Partnering with Yoruba opens doors for Fandifi™ to collaborate with industry leading producers and creators of unique globally recognized content across a variety of distribution channels. Our prediction and NFT rewards ecosystem will be deployed to increase overall fan engagement and facilitate the addition of new revenue streams to global content creators. Furthermore, Yoruba's deep ties with advertising agencies and world-renowned brands represent an additional springboard to unique event driven fan engagement and brand activation strategies. We're super excited to work with Wally and the team and opportunities he brings to the table," states David Vinokurov, Fandifi CEO and President.

Fandifi To Webcast Live at www.virtualinvestorconferences.com

Fandifi™ is pleased to announce that Fandifi CEO, David Vinokurov will present live at Virtual Investor Conferences.com on Thursday April 21, 2020 at *11 AM Eastern Time*.

Conference Details:

Date: Thursday, April 21st, 2022

Time: 12 PM EDT/9 AM PST

Link: <https://bit.ly/3NOdb4q>

Mr. Vinokurov will be available for 1-on-1 meetings throughout the day.

This will be a live, interactive online event where investors are invited to ask Company executives

questions in real-time. If attendees are not able to join the event live on the day of the conference, an archived webcast will also be made available after the event.

It is recommended that investors pre-register and run the online system check to expedite participation and receive event updates.

Learn more about the event at www.virtualinvestorconferences.com.

About [Yoruba Media Labs](http://www.yorubamedialabs.com)

Taking our cue from that storied tradition, we created Yoruba; a collective of creators, dedicated to crafting tech, data and content that inspires, influences and entertainers. From Data to Tech to Content, we develop and produce work that both contributes to and celebrates the culture and individuals who define it. Yoruba Media Labs is a hub for entrepreneurs, start-ups, investors, and strategic industry experts situated in Los Angeles. Since day one, we've helped innovators and founders take their start-ups to the next level by providing them with the tools and guidance they need to turn their excellent ideas into powerful companies.

<https://www.yorubamedialabs.com/>

About [Fandifi Technology Corp.](http://www.fandifi.com)

Fandifi™ is building a crowd based and system generated prediction and fan engagement platform. Fandifi™ platform runs on an associated neural network tailor made for content creators to increase gamification of their content and enable fan engagement within their communities regardless of form of distribution. Fandifi™ also operates www.fandomart.com an NFT marketplace where rewards can be bought, sold or traded on an interoperable blockchain agnostic platform.

"PLAY. PREDICT. GET REWARDED."

For additional information:

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The CSE has not reviewed and does not accept responsibility for the adequacy and accuracy of this newrelease.

DISCLAIMER:

Certain statements made herein may contain forward-looking information within the meaning of the applicable Canadian securities laws ("forward looking statements"). Often, but not always, forward-looking statements can be identified by the use of words such as "plans", "expects", "budgets", "scheduled", "estimates", "forecasts", "intends", "anticipates", or "believes" or the negatives or thereof. Forward-looking statements herein include, but are not limited to statements with respect to: the affiliate marketing relationship with Elite Duels Corp. and the entering into a definitive agreement for the affiliate marketing partnership and the expected benefits to Fandom from the definitive agreement; market acceptance of the Company's peer-to-peer wagering platform; the Company's expectation of becoming a world-class engaging eco-system for all ages fans and fans of wagering on live Esports events; and the expected growth and health of the Esports betting market in general.

Forward-looking statements by their nature are based on assumptions and involve known and

unknown risks, uncertainties and other factors which may cause the actual results to be materially different from those expressed or implied by the forward-looking statements. We have made certain assumptions, which our management believes to be reasonable, about the forward-looking statements, including the ability to enter into a definitive affiliate marketing agreement with Elite Duels Corp., the expected revenue and other benefits to be generated by the relationship, as well as the ongoing performance advantages of the Company's platform in comparison with existing or future competitive offerings, and the future growth of the market in which we compete. However, we can provide no assurance that the forward-looking statements will prove to be accurate. Furthermore, should one or more of the risks, uncertainties or other factors materialize, or should underlying assumptions prove incorrect, actual results may vary materially from those described in forward-looking statements. Accordingly, you should not place undue reliance on the forward-looking statements or information contained herein. Important additional information identifying risks and uncertainties and other factors is contained in the section entitled "Risk and Uncertainties" in the Company's most recent Management Discussion and Analysis filed on SEDAR.

Except as required by law, we do not intend to update forward-looking statements whether as a result of new information, future events or otherwise.



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