



Contact World Becomes Data Partner for Health Equity Tracker Project to Improve the Collection of De-Identified Racial & Ethnic Minority Data Using Smart Health RM, Engagency, and Future Services

Enables Contact World mission to improve health equity and reduce disparities in the fight against Covid-19 and all diseases via award-winning SaaS platform

- Covid-19 has proven to be the “great revealer” of disparities in healthcare
- Contact World (CSE: HELP) and Satcher Health Leadership Institute, Morehouse School of Medicine executed a strategic collaboration in October 2020
- Health Equity Tracker, supported by Google.org, Gilead Sciences (Nasdaq: GILD), Annie E. Casey Foundation, and CDC Foundation, is now operational
- Contact World’s SaaS Platform, Smart Health RM, will help drive de-identified data to Health Equity Tracker to improve health equity and reduce disparities of care

Vancouver, British Columbia – (Newsfile Corp. – August 6, 2021) - Contact World Technologies Corp. (CSE: HELP) (OTC: TLOOF) (FSE: B2I) (the "**Company**" or "**Contact World**") today announced its agreement in principle with Satcher Health Leadership Institute, Morehouse School of Medicine (“**SHLI**”) to help collect de-identified demographic data for the Health Equity Tracker Project through Smart Health RM and other products and services provided by Contact World like Engagency. This updates the [previously announced collaboration](#) between Contact World and SHLI now that Health Equity Tracker is operational.

Justin Beck, Chief Visionary Officer (“**CVO**”) for Contact World, said “national health equity leader Daniel E. Dawes teaches us that you can’t fix problems you don’t understand via data. The systemic omission or destruction of racial and ethnic data in public health and healthcare systems mean that disparities often aren’t addressed politically – sometimes by design.”

He added “we learned about this on [Episode 2 of Contact World: Truth in Health](#) on iHeartRadio entitled ‘[COVID The Great Revealer](#)’ in my exclusive interview with Daniel E. Dawes, and through Daniel’s book published by Johns Hopkins University Press: [The Political Determinants of Health](#). We learned about the oppression of data again, particularly among American Indian and Alaska Natives, speaking with Abigail Echo-Hawk, Chief Research Officer at Seattle Indian Health Board and Director of the Urban Indian Health Institute, on Episode 8 of [Contact World: Truth in Health](#) entitled ‘General Disparities? Or Data Genocide?’”

A long-term initiative of the leading institution Satcher Health Leadership Institute at Morehouse School of Medicine (“SHLI”), Health Equity Tracker (“HET”) was designed to improve collection and transparency for key demographic data so we can address disparities in healthcare and ultimately improve outcomes for the most vulnerable among us who have suffered from 150+ years systemic inequities. HETP was designed through SHLI’s Health Equity Task Force, which involved thought leadership from leaders all over the country in health equity, public health, healthcare, pandemic response, epidemiology, members of Congress in the United States, and Kontakt World’s co-founder and board member Robin Coleman, a publisher for Johns Hopkins University Press. Funding from Google.org, Gilead Sciences (Nasdaq: GILD), Annie E. Casey Foundation, and CDC Foundation enabled the project in its formative stages.

“Since the launch of our Health Equity Task Force, Kontakt World has been a critical partner in propelling actionable solutions and thought leadership into action,” said Daniel E. Dawes. “Now that the HET is operational, Smart Health RM can help collect de-identified data from public health agencies and healthcare where gaps exist as a data partner for Health Equity Tracker. Engagency can also help to identify underserved populations and drive them to their local health department or provider, leveraging Kontakt World’s agency partnership with Unified Partnerships via iHeartMedia (Nasdaq: IHRM).”

“Health agencies, organizations like National Association of County and City Health Officials (“NACCHO”), and public health professionals prioritize health equity in all they do. We hope our data partnership with HET continues to distinguish Kontakt World, much like our innovation around communications and community engagement does,” added CVO Beck.

Kontakt World will soon launch vaccine hesitancy ads targeting unvaccinated populations in hard-to-reach areas for SHLI in a project that included funding from Google.org and Gilead Sciences (Nasdaq: GILD). Beck finished by saying “I want to emphasize that our long-term view as a ‘phygital’ world involves integration of advertising, calls to action, and our SaaS solutions. I believe we can transform the way health agencies and providers connect with their communities, which could improve health outcomes, especially for the hard to reach who suffer from disparities.”

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Forward-Looking Statements

*Certain information set forth in this press release contains statements that reflect "forward-looking information", as such term is defined under Canadian securities laws ("**forward-looking statements**"). These forward-looking statements are often identified by words such as "intends", "anticipates", "expects", "believes", "plans", "likely" or similar words. Specifically, this news release includes forward-looking statements regarding: the Company's partnership with SHLI; the HET program's intention and implementation; the planned integration of Smart Health RM and Engagecy into the HET program; Kontakt's intention to launch vaccine hesitancy ads for SHLI; the Company's long-term view and future business plans. The forward-looking statements reflect the Kontakt World's management's expectations, estimates, or projections concerning future results or events, based on the opinions, assumptions and estimates considered reasonable by management at the date the statements are made. Although Kontakt World believes that the expectations reflected in the forward-looking statements are reasonable, forward-looking statements involve risks and uncertainties and undue reliance should not be placed on forward-looking statements, as unknown or unpredictable factors could cause actual results to be materially different from those reflected in the forward-looking statements. The forward-looking statements may also be affected by risks and uncertainties in the business of Kontakt World, including those described in the Company's public filings available on www.SEDAR.com. The Company undertakes no obligation to update forward-looking statements if circumstances or management's estimates or opinions should change, except as required by applicable securities laws. The reader is cautioned not to place undue reliance on forward-looking statements.*

The Canadian Securities Exchange (CSE) has not reviewed, approved or disapproved the content of this news release.