

Danavation Technologies Confirms First Installation of Digital Smart Labels™ into BMR Pro Branded Hardware Store in Ontario

- *Danavation expands on previous hardware store success with first installation of Digital Smart Labels™ into a BMR Pro branded location in Ontario*
- *Groupe BMR is a significant participant in the hardware retail space with over 300 potential locations across Eastern Canada*

TORONTO, April 20, 2022 /CNW/ - **Danavation Technologies Corp.** (CSE: DVN) (OTCQB: DVNCF) ("**Danavation**" or the "**Company**"), a Canadian-based Internet of Things (IoT) technology company and provider of micro e-paper displays, is pleased to announce the Company's first installation of Digital Smart Labels™ into a BMR Pro branded location in Ontario. We anticipate commencing the installation by the end of October 2022 with the location expected to be fully operational shortly thereafter.

This installation further demonstrates the demand for Digital Smart Labels™ in hardware stores where there are a sizeable number of products on the shelves, all of which are subject to regular price fluctuations. Our Digital Smart Labels™ offer an effective, paperless and touch-free way to instantly update product pricing on the shelves.

Groupe BMR inc. is a subsidiary of La Coop fédérée, which regroups close to 300 home renovation centers and hardware stores in Quebec, Ontario, and the Maritime Provinces. In addition to being a wholesaler, Groupe BMR operates 17 corporate stores located mainly in the Greater Montreal region. BMR dealers are cooperatives and independent entrepreneurs who freely choose to associate themselves with Groupe BMR inc. Their expertise in hardware and building materials coupled with their in-depth knowledge of their respective markets allows them to offer consumers and contractors highly personalized service. Danavation's Digital Smart Labels™ and Platform-as-a-Service (PaaS) solution are ideal to help automate in-store operations and drive improved margins by enhancing staff efficiency, eliminating manual price updates and reducing costs associated with inaccurate shelf pricing.

"We are very pleased to see the continued demand for our Digital Smart Labels™ in hardware stores across North America and are looking forward to building on this relationship with Groupe BMR," said John Ricci, CEO of Danavation. "Our clean and modern Digital Smart Labels™ and unique PaaS solution can be seamlessly integrated with BMR's other in-store systems to help improve operational efficiencies and ultimately, the bottom line."

About Danavation

Danavation Technologies Corp. is a Canadian-based, Internet of Things (IoT) technology company, providing micro e-paper displays to organizations across North America. The Company's Digital Smart Labels™, powered by IoT automation technology and software Platform-as-a-Service (PaaS), enables companies across various sectors to automate labelling, price, product, and promotions in real-time, enhancing data accuracy and improving performance by removing high labour costs and low productivity associated with traditional labour-intensive workflows. By empowering the adoption of smart retail, smart cities and industry 4.0, our goal is to create a sustainable and profitable business for shareholders while advancing sound environmental, social

and governance practices, including by significantly reducing paper usage. Danavation has introduced its solution to retailers across North America, including big box and boutique grocers, while also targeting new markets including healthcare providers, manufacturing, and logistics companies. Learn more about the background of Danavation and our vision for the future on our [website](#). As well, follow us on [LinkedIn](#), [Instagram](#), [Twitter](#) and [YouTube](#) for more updates on how we are transforming the retail landscape.

Forward-Looking Information

This news release contains forward-looking statements and forward-looking information within the meaning of applicable securities laws. These statements relate to future events or future performance. All statements other than statements of historical fact may be forward-looking statements or information. More particularly and without limitation, this news release contains forward-looking statements and information relating, the future business of the Company, potential roll outs of the Company's products and services, further business from the Company's clients, industry outlook and potential and other matters. The forward-looking statements and information are based on certain key expectations and assumptions made by management of the Company. Although management of the Company believes that the expectations and assumptions on which such forward-looking statements and information are based are reasonable, undue reliance should not be placed on the forward-looking statements and information since no assurance can be given that they will prove to be correct.

Forward-looking statements and information are provided for the purpose of providing information about the current expectations and plans of management of the Company relating to the future. Readers are cautioned that reliance on such statements and information may not be appropriate for other purposes, such as making investment decisions. Since forward-looking statements and information address future events and conditions, by their very nature they involve inherent risks and uncertainties. Actual results could differ materially from those currently anticipated due to a number of factors and risks. Accordingly, readers should not place undue reliance on the forward-looking statements and information contained in this news release. Readers are cautioned that the foregoing list of factors is not exhaustive. The forward-looking statements and information contained in this news release are made as of the date hereof and no undertaking is given to update publicly or revise any forward-looking statements or information, whether as a result of new information, future events or otherwise, unless so required by applicable securities laws. The forward-looking statements or information contained in this news release are expressly qualified by this cautionary statement.

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