

Syntheia Announces Establishment of Advisory Board and Appointment of Travel Industry Expert, Mr. John Kirk

TORONTO--(BUSINESS WIRE)--December 4, 2024--**Syntheia Corp. (“Syntheia” or the “Company”) (syntheia.ai), CSE – SYAI**, Syntheia, a Canadian leader in conversational AI SaaS, is pleased to announce the establishment of its new Advisory Board. The Advisory Board will collaborate with management and the board of directors to enhance the Company’s strategic direction, provide expert guidance on its commercial initiatives, offer industry insights, and shape and accelerate innovations.

As the inaugural member of the Advisory Board, Syntheia welcomes Mr. John Kirk, a leader in the travel industry. The travel sector represents a potentially significant growth market for the Company’s technology.

Mr. Kirk is currently Founder and Editor-In-Chief of TravelPulse Canada and TravelPulse Quebec based in Toronto, Ontario, Canada. He has been in the travel industry for over 25 years, working in the tour operator and aviation space with Porter Airlines, where he founded PorterEscapes.com, and Thomas Cook North America as SVP E-Commerce and Retail Distribution. He was responsible for some of Canada's legendary retail brands such as, The Last-Minute Club, Bel Air Travel, Avion Travel, and Algonquin Travel, covering on-line, store front, and call centre, with annual retail sales in excess of over 500 million dollars generated by a retail sales force of over 350 travel advisors across Canada. John is known throughout North America as a leading travel expert and has deep rooted relationships crossing all spectrums, from front line sellers of travel to government dignitaries.

"I am extremely pleased and honoured to join Syntheia’s Advisory Board, where I look forward to providing guidance as they explore opportunities within the travel and tourism space. The commercial opportunities for conversational AI in this space are incredible. I’m hopeful my years of experience and the relationships I have developed will assist them in achieving their goals," commented Mr. Kirk who will begin his Advisory Board activities effective immediately.

Tony Di Benedetto, CEO of Syntheia, commented: *“We are privileged to welcome John as the founding member of our Advisory Board. His wealth of expertise and leadership will be invaluable as we finalize preparations for Syntheia’s commercial launch in January 2025. The establishment of the Advisory Board is a key milestone in unlocking the full potential of Syntheia. We anticipate announcing additional industry leaders to join the Advisory Board in due course.”*

For more information and to read customer testimonials, visit **syntheia.ai**.

About Syntheia

Syntheia is an artificial intelligence technology company which is developing and commercializing proprietary algorithms to deliver human-like conversations. Our SaaS platform offers conversational AI solutions for both enterprise and small-medium business customers globally.

Cautionary Statement

Neither the Canadian Securities Exchange nor its Market Regulator (as that term is defined in the policies of the Canadian Securities Exchange) accepts responsibility for the adequacy or accuracy of this news release.

This news release contains certain “forward-looking information” within the meaning of applicable securities law. Forward-looking information is frequently characterized by words such as “plan”, “expect”, “project”, “intend”, “believe”, “anticipate”, “estimate”, “may”, “will”, “would”, “potential”, “proposed” and other similar words, or statements that certain events or conditions “may” or “will” occur. These statements are only predictions. Forward-looking information is based on the opinions and estimates of management at the date the information is provided and is subject to a variety of risks and uncertainties and other factors that could cause actual events or results to differ materially from those projected in the forward-looking information. Forward-looking statements in this news release include, but are not limited to the appointment of additional members to the Advisory Board. Readers are cautioned that forward-looking information is not based on historical facts but instead reflects the Company's management's expectations, estimates or projections concerning the business of the Company's future results or events based on the opinions, assumptions and estimates of management considered reasonable at the date the statements are made.

Although the Company believes that the expectations reflected in such forward-looking information are reasonable, such information involves risks and uncertainties, and undue reliance should not be placed on such information, as unknown or unpredictable factors could have material adverse effects on future results, performance or achievements. Please refer to the Company's listing statement available on SEDAR+ for a list of risks and key factors that could cause actual results to differ materially from those projected in the forward-looking information. Should one or more of these risks or uncertainties materialize, or should assumptions underlying the forward-looking information prove incorrect, actual results may vary materially from those described herein as intended, planned, anticipated, believed, estimated or expected.

Although the Company has attempted to identify important risks, uncertainties and factors which could cause actual results to differ materially, there may be others that cause results not to be as anticipated, estimated or intended. The Company undertakes no obligation to update forward-looking information if circumstances or management's estimates or opinions should change unless required by law. The reader is cautioned not to place undue reliance on forward-looking information.

The securities of the Company have not been and will not be registered under the United States Securities Act of 1933, as amended and may not be offered or sold in the United States absent registration or an applicable exemption from the registration requirement. This press release shall not constitute an offer to sell or the solicitation of an offer to buy nor shall there be any sale of the securities in any jurisdiction in which such offer, solicitation or sale would be unlawful.

Contacts

For further information, please contact:

Tony Di Benedetto
Chief Executive Officer
Tel: (844) 796-8434