

FOR IMMEDIATE RELEASE

SUSTAINCO ANNOUNCES BOARD CHANGE

Toronto, Ontario, July 28, 2020 – SustainCo Inc. ("SustainCo" or the "Company", TSXV: SMS) announces today that Al Quong has been appointed to the Company's board of directors. The Company also announces the resignation of Michael Galloro due to his growing business ventures outside of the Company.

Mr. Hazelton, CEO of SustainCo commented "Michael has been a long-lasting member of our board and we appreciate his contributions during his tenure. We wish him all the best in his future endeavours."

Mr. Quong is an experienced finance professional, with more than 25 years of operational and advisory experience in various capacities and industries. Mr. Quong is currently Chief Financial Officer for the Fovere Group of Companies, a boutique private equity firm which specializes in investments and financing within the real estate, natural and organic food and renewable energy sectors. Mr. Quong is also currently a director and Chairman of the Audit Committee for Pharmadrug Inc. Previously, he has held a number of senior finance roles, including but not limited to Chief Financial Officer for early stage cannabis public companies Nutritional High International Inc., and The Tinley Beverage Company Inc., and Assurance Senior Manager at KPMG Calgary.

Mr. Quong is a Chartered Professional Accountant, Chartered Accountant and Certified Public Accountant (Illinois), and holds a Bachelor of Commerce degree from the University of Saskatchewan, and a Graduate Diploma in Forensic & Investigative Accounting from the University of Toronto Mississauga. Mr. Quong has also been appointed to the Audit Committee effective July 28, 2020.

Chris Hazelton said "I look forward to working with Al and believe he will make significant contributions to the board."

About SustainCo Inc.

SustainCo Inc. conducts its operations through its wholly owned subsidiary, VCI Controls.

VCI Controls is a leading supplier of building technologies and services that improve comfort, safety, energy efficiency, and occupant productivity. It is an industry leader in the development of intelligent building technology, including the integration of all building systems utilizing the latest in communications technologies and standards. VCI Controls' business focuses on digital controls and mechanical services, performance monitoring, and energy efficiency solutions.

With headquarters in Toronto, SustainCo has offices across Canada including, Halifax, Montreal, Pembroke, Ottawa, and Vaughan.

Forward Looking Statements

Certain information provided in this press release constitutes forward-looking statements and information within the meaning of applicable securities laws. Forward-looking information typically contains statements with words such as "anticipate", "believe", "forecast", expect", "plan", "intend", "estimate", "propose", "project", or similar words suggesting future outcomes. The Company cautions readers and

prospective investors in the Company's securities not to place undue reliance on forward-looking information as, by its nature, it is based on current expectations regarding future events that involve a number of assumptions, inherent risks and uncertainties, which could cause actual results to differ materially from those anticipated by the Company.

The forward-looking information included herein is expressly qualified in its entirety by this cautionary statement. The forward-looking information included herein is made as of the date hereof and the Company assumes no obligation to update or revise any forward-looking information to reflect new events or circumstances, except as required by law.

Neither the Exchange, nor its Regulation Services Provider (as that term is defined in the policies of the Exchange) accepts responsibility for the adequacy or accuracy of this release. No stock exchange, securities commission or other regulatory authority has approved or disapproved the information contained herein.

CONTACT INFORMATION

SustainCo Inc. Chris Hazelton Chief Executive Officer (647) 300-2957