

SustainCo Inc. Launches AGORACOM Platform for Online Marketing and Awareness Program

Toronto, Ontario--(Newsfile Corp. - November 23, 2020) - SustainCo Inc. (TSXV: SMS), awaiting name change to Universal PropTech Inc. (the "Company"), is pleased to announce the launch of a 14-month online marketing campaign through AGORACOM.

The Company will receive significant exposure through millions of content brand insertions on the AGORACOM network and extensive search engine marketing during the term of the agreement. The Company HUB containing multiple landing pages, videos, photos and other helpful information updated in real-time over the next 14 months will be live on November 26, 2020 and can be found at:

<https://agoracom.com/ir/UniversalPropTech>

The Company HUB will receive significant exposure through continuous brand impression, content marketing, search engine marketing and social media engagement throughout the entire AGORACOM network. AGORACOM is the only small cap marketing firm to hold a Twitter Verified badge, averaging 4.2 million Twitter impressions per month in 2019.

The Company has also launched a "CEO Verified" Discussion Forum on AGORACOM to serve as the Company's primary social media platform to interact with both current and prospective shareholders in a fully moderated environment. The Company discussion forum can be found at:

<https://agoracom.com/ir/UniversalPropTech/forums/discussion>

Pursuant to the terms of the agreement, and subject to receipt of all necessary regulatory approvals, including but not limited to, conditional approval of the TSX Venture Exchange, the Company has agreed to pay AGORACOM the following as consideration for the online advertising, marketing and branding services provided by AGORACOM:

- \$15,000 + HST in shares for services upon commencement for previously completed work on initial set up of HUB, marketing materials and search engine programs;
- \$15,000 + HST in shares for services at end of the Third Month, being February 17, 2021;
- \$15,000 + HST in shares for services at end of the Sixth Month, being May 17, 2021;
- \$15,000 + HST in shares for services at end of the Ninth Month, being August 17, 2021 and
- \$15,000 + HST in shares for services at end of Fourteenth Month, being December 31, 2021.

The number of common shares to be issued in respect of each period will be determined by using the undiscounted closing price of the common shares of the Company on the TSX Venture Exchange on the last trading day before the issuance of the news release announcing each issuance of shares once the services have been performed.

About AGORACOM

[AGORACOM](#) is the pioneer of online marketing, broadcasting, conferences and investor relations services to North American small and mid-cap public companies, with more than 300 companies served. AGORACOM is the home of more than 7.7 million investors that visited 55.2 million times and read over 600 million pages of information over the last 10 years. The average visit of 8min 43sec is more than double that of global financial sites, which can be attributed to the implementation and enforcement of the strongest moderation rules in the industry.

About SustainCo Inc.

SustainCo Inc. (TSXV: SMS), awaiting name change to Universal PropTech Inc., which conducts its operations through its wholly-owned subsidiary, VCI CONTROLS Inc. ("VCI"), is a leading supplier and integrator of PropTech healthy building solutions and services. The Company 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's 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, and Ottawa. For more information, visit www.universalproptech.com.

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.

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