

Universal PropTech Inc. Engages Hybrid Financial Ltd.

Toronto, Ontario--(Newsfile Corp. - January 7, 2021) - Universal PropTech Inc. (TSXV: UPI) ("**UPI**" or the "**Company**") is pleased to announce that it has retained Hybrid Financial Ltd. ("**Hybrid**") to provide marketing services to the Company. Hybrid has been engaged to heighten market and brand awareness for UPI and to broaden the Company's reach within the investment community.

Hybrid has been engaged by the Company for an initial period of six months (the "**Initial Term**") and then shall be renewed automatically for successive three month periods thereafter, unless terminated by the Company in accordance with the agreement governing the relationship. Hybrid will be paid a monthly fee of C\$15,000.00 plus applicable taxes, during the Initial Term. Hybrid has agreed to comply with all applicable securities laws and the policies of the TSX Venture Exchange (the "**TSXV**") in providing the services.

"Universal PropTech has significant pieces in place to amplify its current and future successes to the market," commented Chris Hazelton, President and CEO of UPI. "Invest, integrate, scale and repeat in PropTech is a timely and relevant call to customers and investors alike."

About Hybrid Financial Ltd.:

Hybrid is a sales and distribution company that actively connects issuers to the investment community across North America. Using a data driven approach, Hybrid provides its clients with comprehensive coverage of both American and Canadian markets. Hybrid Financial has offices in Toronto and Montreal.

About Universal PropTech Inc.:

Universal PropTech Inc. (TSXV: UPI) is a leading building innovation company, selecting, integrating, deploying and maintaining PropTech in healthy buildings. As trusted advisors, we provide holistic evidence-driven solutions and services for building developers, owners and operators in Canada.

UPI operates through its wholly-owned subsidiary, VCI Controls Inc. ("VCI"), a leading supplier and integrator of PropTech healthy building solutions and services. VCI is an industry leader in the acquisition and deployment 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, Universal PropTech Inc. has offices across Canada including, Halifax, Montreal, and Ottawa. For more information, visit www.universalproptech.com

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