



i3 Lists Commences Trading on the Frankfurt Stock Exchange

Toronto, ON – July 28, 2020 – i3 Interactive Inc. (CSE: BETS) (the “Company” or “i3”) is pleased to announce its common shares are now listed on the Frankfurt Stock Exchange under the ticker symbol “F003”. The Company’s common shares continue to be listed on the Canadian Securities Exchange under the ticker symbol “BETS”.

“Since our initial listing in Canada, we have been fortunate to receive inquiries from investors internationally. The team has been moving as quickly as possible to make our shares available to investors outside of Canada, and the Frankfurt listing is a key milestone in that process,” said Chris Neville, CEO of i3.

The Company believes that the Frankfurt Stock Exchange listing will help increase trading liquidity and facilitate investment in the Company by institutional and retail investors in Europe.

The Frankfurt Stock Exchange is the world's third largest organized exchange-trading market in terms of turnover and dealing in securities, and the largest stock exchange in Germany. The Frankfurt Stock Exchange facilitates advanced electronic trading, settlement and information systems allowing it to meet the growing requirements of cross-border trading.

The Company further announces that it has retained Hybrid Financial Ltd. (“Hybrid”) to perform marketing services for the Company. Hybrid’s engagement is for an initial six (6) months (the “Initial Term”), during which Hybrid will work to heighten market and brand awareness for the Company, and to broaden the Company’s reach within the investment community. Upon expiration of the Initial Term, the engagement shall be automatically renewed for successive three (3) month periods until written notice of termination if provided to Hybrid by the Company at least 30 days prior to the end of the applicable term. As consideration for its services during the Initial Term, the Company shall pay Hybrid a monthly fee of \$15,000 CAD plus applicable taxes. Hybrid has agreed to comply with all applicable securities laws and the policies of the Canadian Securities Exchange in providing the services.

ABOUT i3 INTERACTIVE INC.

The Company is in the business of providing customers with an online and mobile gaming platform which will provide sports fans worldwide with a unique and highly-engaging social gaming product, and sports betting and casino product offering. In an effort to break into the various emerging global markets, i3 has secured partnerships with key industry contacts, including Dan Bilzerian, an internationally renowned and widely respected social media celebrity with over 50 million social media followers.



For additional information on the Company:

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Forward-Looking Statements

This press release contains forward-looking statements within the meaning of applicable Canadian securities laws. Forward-looking statements are often, but not always, identified by the use of words such as “seek”, “anticipate”, “believe”, “plan”, “estimate”, “expect”, “likely” and “intend” and statements that an event or result “may”, “will”, “should”, “could” or “might” occur or be achieved and other similar expressions. The forward-looking statements in this press release include statements relating to the Company’s belief that the Frankfurt Stock Exchange listing will increase trading liquidity and facilitate investment in the Company by institutional and retail investors in Europe. Forward-looking statements are subject to business and economic risks and uncertainties and other factors that could cause actual results of operations to differ materially from those contained in the forward-looking statements, including, without limitation: the costs of compliance with and the risk of liability imposed under the laws in which the Company is operating or will operate under including gambling laws and regulations, sports betting laws and regulations and mobile or online gambling and sports betting laws and regulations; negative changes in the political environment or in the regulation of mobile and online sports betting or gambling and the Company’s business in the United States; risks relating to COVID-19; negative shifts in public opinion and perception of the gambling industry; significant competition in the industry; risks relating to rising energy costs; risks of product liability and other safety-related liability as a result of usage of the Company’s planned gambling and betting products; loss of intellectual property rights or protections; cybersecurity risks; constraints on marketing products; fraudulent activity by employees, contractors and consultants; tax and insurance related risks and risk of litigation.