



XRAPPLIED TECHNOLOGIES INC.

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XRAPPLIED LAUNCHES NEW CORPORATE WEBSITE

XRA-CSE XRAPF-OTCQB ZAV-F

Vancouver, B.C.

February 16, 2022,

XRApplied Technologies Inc. (“XRA” or, the “Company”) announces the launch of its newly redesigned Corporate Website (www.xrapplied.com) today.

XRA’s primary goal during the redesign process was to create a more informative, user-friendly, and responsive resource across all platforms and devices for prospective clients, investors, and shareholders. This redesign supports the company’s mission and unique value proposition in the wake of seismic changes to the extended reality (XR) landscape, particularly as potential concepts for the “Metaverse” continue to emerge.

XRA’s new website features an updated look and feel while maintaining the company’s existing branding, greater responsiveness site-wide, and serves as a more accessible source of information about the company, the XR industry, and its AR/VR technological solutions.

The company also reports that Lior Ishai will shift his focus to support the company’s B2B and investor marketing strategies as its Chief Marketing Officer, and in doing so will step down as CEO.

“We would like to thank Mr. Ishai for his stewardship as CEO in getting us listed and supporting the marketing infrastructure of our company”, said Aleksey Andreychenko, Chairman and interim CEO. “We look forward to continuing to work with him in expanding the Company’s international sales team and B2B marketing efforts.

About XRApplied Technologies Inc.

XRA is an immersive technology solutions provider that specializes in bringing cost-efficient AR/VR e-commerce applications to businesses large and small. We accomplish this through a suite of proprietary products and services (AR catalog, toy gamification, AR App e-commerce, AR/VR interactive games) that we bring to the masses via our exclusive XRA Marketing Platform.

Further information about XRApplied is available under its profile on the SEDAR website, www.sedar.com, on the CSE website, www.thecse.com, and the Company’s website, www.xrapplied.com

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Neither the Canadian Securities Exchange nor its regulation services provider have reviewed or accept responsibility for the adequacy or accuracy of this press release.

Forward-Looking Information:

This press release contains forward-looking statements. The use of any of the words “anticipate”, “continue”, “estimate”, “expect”, “may”, “will”, “project”, “should”, “believe” and similar expressions are intended to identify forward-looking statements. Although the Company believes that the expectations and assumptions on which the forward-looking statements are based are reasonable, undue reliance should not be placed on the forward-looking statements because the Company can give no assurance that they will prove to be correct. Since forward-looking statements address future events and conditions, by their very nature they involve inherent risks and uncertainties. These statements speak only as of the date of this press release. Actual results could differ materially from those currently anticipated due to a number of factors and risks discussed in the Company's Management's Discussion and Analysis under the Company's profile on www.sedar.com. While the Company may elect to, it does not undertake to update this information at any time.