



Good Life Networks Inc. Announces Combined Trailing 12 Month Revenue at just over \$40 Million

VANCOUVER, Jan. 29, 2019 /CNW/ - Good Life Networks Inc. ("**GLN**", or the "**Company**") (TSXV: GOOD) (FSE: 4G5), a programmatic advertising technology company, today announced an update to its recent acquisition of 495 Communications and ImpressionX.

GLN has completed the operational integration of the ImpressionX business into GLN operations, and expects the completion of 495 Communications integration into GLN operations by the third week of February.

Trailing twelve months (TTM) consolidated proforma revenue for GLN, 495 Communications and ImpressionX was \$40.2M, with EBITDA of \$7.9M and a Net Income of just over \$3M based on management prepared financial statements (October 1st, 2017 to September 30th, 2018).

"495 Communications and ImpressionX are an exceptional continuation of our acquisition strategy and represent a key executional objective for FY2018. These two acquisitions bring GLN strong revenue and exciting relationships with marquee publishers and brands that will help us achieve our current and future growth targets," stated GLN CEO Jesse Dylan.

CEO Jesse Dylan will be a guest speaker today at 1:50pm (Paradigm stage) during the Cantech Investment Conference taking place at the Metro Toronto Convention center. We would like to invite everyone attending the convention today and tomorrow to visit our team at the GLN booth (#520).

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

The GLN Story

GLN's technology is the engine that sits between advertisers and publishers. The GLN Platform is built for cross device video advertising: Mobile, In-App, Desktop and CTV (Connected Television). The Programmatic Video Marketing Platform is powered by GLN's Patent Pending proprietary machine learning technology that targets and connects digital advertisers with consumers three times faster than industry standards, with among the lowest fraud rates of similar vendors without collecting PII (Personal Identifiable Information). Advertisers make more money by reaching their target audience more effectively. GLN makes money by retaining a percentage of the advertiser's fee.

GLN is headquartered in Vancouver, Canada with offices in Newport Beach and Santa Monica California, New York and UK and trades on the TSX Venture Exchange under the stock symbol "GOOD" and The Frankfurt Stock Exchange under the stock symbol 4G5.

Addressable Market: Programmatic trading of digital ads continues to rise with 65% of all ad expenditure in 2019 being traded programmatically. Advertisers are projected to spend \$84 billion programmatically this year, up from \$70 billion in 2018. By 2020 the programmatic ad spend is expected to reach \$100 billion according to Zenith Media's latest Programmatic Marketing Forecasts.

Forward Looking Statements:

Forward-looking statements relate to future events or future performance and reflect the expectations or beliefs regarding future events of management of GLN. This information and these statements, referred to herein as "forward looking statements", are not historical facts, are made as of the date of this news release and include without limitation, statements regarding discussions of future plans, estimates and forecasts and statements as to management's expectations and intentions with respect to the performance of the company. These statements generally can be identified by use of forward-looking words such as "may", "will", "expect", "estimate", "anticipate", "intends", "believe" or "continue" or the negative thereof or similar variations. These forward looking statements involve numerous risks and uncertainties and actual results might differ materially from results suggested in any forward-looking statements. Important factors that may cause actual results to vary include without limitation, risks relating to the digital advertising industry and general economic conditions, success of acquisitions and any growth strategies implemented by the company. In making the forward looking statements in this news release, the Company has applied several material assumptions, including without limitation that any acquisitions and corporate directives and initiatives will be successfully completed in the time expected by management and produce the desired results, generate the anticipated revenue and expand GLN's global reach per management's expectations. GLN does not assume any obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those reflected in the forward looking-statements, other than as required by applicable securities laws. Additional information identifying risks and uncertainties is contained in GLN's filings with the Canadian securities regulators, which filings are available at www.sedar.com.

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