



## **Big Rock Labs Announces Results of Annual Shareholder Meeting and Growth Plan; Reach App Featured on Mashable**

Toronto, ON - October 13, 2015 - Big Rock Labs Inc. ("Big Rock" or the "Company") (CSE: BLA) (FSE: BR1) is pleased to provide a corporate update.

The Company's annual shareholder meeting was held on September 22, 2015 in Toronto with 67% of shares present and all being voted in favour of management's recommendations. The number of directors was set at 4, all 4 directors Harald Seemann, Matt Kaine, Stephane Bigue and Jens Brandt were re-elected; and the auditor Collins Barrow Toronto LLP was appointed again for the ensuing year.

Management and shareholders agreed on a major user growth and engagement strategy for the Reach app across various channels, to be executed from Mid-October by the Reach marketing team. The Reach app was featured on Mashable in September, a leading global technology publication with an audience of 45 million monthly unique visitors and 25 million social media followers:

<http://www.mashable.com/2015/09/06/free-apps-job-search/>

To educate Reach users about personal growth and career objectives and to keep app engagement high, the Company has already started to execute on its content creation strategy with popular Reach blog posts from Matt Kaine such as: "Charisma: Hoist it like baby Simba" and "Your Vision vs Their Vision".

Last week, Big Rock successfully closed an equity financing round of \$300,000. The Company plans to use the proceeds from this private placement for further Reach product development, sales and marketing, acquisitions and general working capital purposes. Big Rock is in discussions with strategic partners to drive Reach user growth, analyze potential takeover targets and create recurring revenue streams.

### **About Reach**

Reach is the best way to connect with talented professionals in your area and grow your network. Reach is a networking app that displays professional profiles and top trending events based on their proximity to you. Discover your vibrant community of talent and experience. Welcome to Reach, we can't wait to meet you.

**The app is available on the App Store and Google Play: [www.getreach.me](http://www.getreach.me)**

### **New Reach Features**

We have revamped the app from the ground up and introduced new features:

- Easy and secure Login with LinkedIn, Facebook or Email.
- iOS 9 Support, You can ignore contact requests.
- Instant Message your Reach contacts anytime. Simple and secure - there's no longer any need to swap phone numbers or emails.
- Find top trending professional or lifestyle events nearby and register right from the app.
- Search names or keywords to find others (or be found) using a new profile setup and search platform.



CREATE. DISRUPT. ENGAGE.

### **A message from the Reach team**

We believe that anyone can become a great networker. Our mission is to make networking better, safer, and easier than ever before with this app. Thank you to our investors, testers and partners, we are now launched on both iOS and Android and couldn't have done it without you! We look forward to releasing many great updates in the future!

Short Reach app promo video: [vimeo.com/114027894](https://vimeo.com/114027894)

Follow Reach on Twitter at: [twitter.com/thereachapp](https://twitter.com/thereachapp)

Follow Reach on Facebook at: [facebook.com/thereachapp](https://facebook.com/thereachapp)

### **About the Company**

Big Rock Labs (CSE: BLA) (FSE: BR1) is an emerging Canadian technology company that specializes in digital product research and development. The Company is currently developing Reach, an iOS and Android business networking app that uses geolocation technology to display the professional talent and top trending networking events in each user's area. Big Rock has a team of expert software engineers who create digital products that engage and retain users through unique experiences. Further information about Big Rock Labs is available at: [www.bigrocklabs.com](http://www.bigrocklabs.com)

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The CSE has not reviewed, nor approved or disapproved the content of this press release.

### **Forward-Looking Information**

This press release may include forward-looking information within the meaning of Canadian securities legislation concerning the business of the Company. Forward-looking information is based on certain key expectations and assumptions made by the management of the Company, including future plans for development of technologies by the Company. Although the Company believes that the expectations and assumptions on which such forward-looking information is based are reasonable, undue reliance should not be placed on the forward-looking information because the Company can give no assurance that they will prove to be correct. Forward-looking statements contained in this press release are made as of the date of this press release. The Company disclaims any intent or obligation to update publicly any forward-looking information, whether as a result of new information, future events or results or otherwise, other than as required by applicable securities laws.