

CSE:CRL
FSE:7C5
OTC:CDTA



CARL DATA ALIGNS WITH SMART CITY MARKET STRATEGIST

October 18, 2018 -Vancouver, British Columbia - Carl Data Solutions Inc. (CSE:CRL, FSE:7C5, OTC:CDTAF) (“Carl Data” or the “Company”), has enlisted the help of a new commercial and public market strategist to reach its goals for continued growth into Smart City infrastructure technologies. Nicholas Jeffery will focus on expanding awareness and speed the adoption Carl Data’s sensor agnostic tech by capturing a larger portion of the Smart City market.

Nicholas commented, “the Industrial IoT market is estimated to explode to USD \$195 Billion by 2022 and Big-data analytics market worth USD \$203 Billion by 2020. These are massive addressable markets, but Carl Data’s ability to be the horizontal layer to collect enormous amounts of disparate data, separate out erroneous data anomalies and overlay predictive analytics makes this vendor and technology agnostic platform a world class bet and a sea change for the next generation of cognitive cities.”

Originally from Europe, Nicholas helped form the Smart Building / City practice for CBRE out of London, England. He has a depth of experience in the IOT, Virtual Reality and big data analytics environment, including being a founding partner of one of the first architectural software into Game engine platforms, VIMtrek. Nicholas has significant and relevant recent commercial insight into the data centre market as Director for CBRE data centre solutions, and will be working closely with Carl Data to prospect their data hosting opportunities provided through the Astra Earth acquisition.

Greg Johnston, Carl Data CEO, commented, “Nicholas has decades of experience marketing and evangelising technology around Smart Cities. With the transition to our new back end platform complete and a number of advanced machine learning features, hardware and data storage solution now ready to implement, we thought this would be a great time to align with an expert who can help us market the potential of our end-to-end solutions.”

The Company also wishes to announce that it has granted to its directors, officers, employees, and consultants incentive options to purchase up to 3,995,247 shares in the

capital stock of the Company, exercisable for a period of four years at a price of \$0.14 per share.

About Carl Data Solutions Inc.

Carl Data Solutions Inc. is an Industrial IoT (IIoT) company focused on providing next generation information collection, storage and analytics solutions for data-centric companies. Building on its recent acquisitions, Carl helps its clients analyze and understand all forms of environmental data through a powerful platform of data collection, monitoring, reporting, and predictive analysis tools.

Carl Data continues to develop applications to work with new cloud-based mass storage services and analytics tools (Big-Data-as-a-Service (BDaaS) to provide scalability for municipalities, utilities and other industrial verticals. These data collection and storage methods allow the company to build smart Software-as-a-Service (SaaS)-based applications that can collect data from many diverse sources and provide deep insight for decision-making purposes. More information can be found at www.CarlSolutions.com.

On behalf of the Board of Directors:

Greg Johnston
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The Canadian Securities Exchange (operated by CNSX Markets Inc.) has neither approved nor disapproved of the contents of this press release.

This press release contains certain forward-looking statements within the meaning of applicable securities law. Forward-looking statements are frequently characterized by words such as “plan”, “expect”, “project”, “intend”, “believe”, “anticipate”, “estimate” and other similar words, or statements that certain events or conditions “may” or “will” occur. In particular, forward-looking statements in this press release include, but are not limited to, the statement that the Company can speed the adoption Carl Data’s sensor agnostic tech by capturing a larger portion of the Smart City market and that Carl Data’s vendor and technology agnostic platform is a world class bet,

Although the Company believes that the expectations reflected in the forward-looking statements are reasonable, there can be no assurance that such expectations will prove to be correct. Such forward-looking statements are subject to risks and uncertainties that may cause actual results, performance or developments to differ materially from those contained in the statements including, without limitation, risks with respect to: that the Company may not be able to transition its technology from water-based markets into smart buildings; that the smart building market may not adopt or use the Company’s platform in its smart buildings; the ability of the Company to establish a market for its services; competitive conditions in the industry; general economic conditions in Canada and globally; the inability to secure additional financing; competition for, among other things, capital and skilled personnel; potential delays or changes in plans with respect to deployment of services or capital expenditures; possibility that government policies or laws may change; technological change; risks related to the Company’s competition; the Company’s not adequately

protecting its intellectual property; interruption or failure of information technology systems; and regulatory risks relating to the Company's business, financings and strategic acquisitions. Any 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.