

**APPATURE MOBILE APPLICATION INC.**

100, 2419 Centre Street NW  
CALGARY, AB T2E 2T8

**NEWS RELEASE**

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**Appature Mobile Application Inc. Enters LOI to Acquire RewardDrop Software, Inc.**

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VANCOUVER, BRITISH COLUMBIA -- (January 8, 2018) **Appature Mobile Application Inc.** ("**Appature**" or the "**Company**") announced it has signed a Letter of Intent ("LOI") to acquire RewardDrop Software Inc. ("RewardDrop"), a Montreal, Quebec-based mobile application, blockchain and cryptocurrency software development company.

RewardDrop is about to launch their proprietary mobile application, "**CatchCoin**", which has been created as an exciting way to increase foot traffic at retail locations, restaurants, sports arenas, music venues and more by leveraging the advances in mobile tech, augmented reality, data aggregation, and artificial intelligence (AI).

CatchCoin will attract users to visit designated places to take advantage of location and time-sensitive offers based on the retail location's preferences, AI decision making, and meta data aggregation - tracking information such as client habits, GPS position, and previous client baskets. Location/event managers can set preferences and track their advertising investment in real time, essentially becoming their own marketing campaign manager. CatchCoin will be a critical element bridging the gap from mobile to retail in the customer journey.

The terms of the LOI provide for Appature to acquire 100% of the issued and outstanding equity in RewardDrop, and as such acquire Reward Drop's intellectual property and absorb Reward Drop's development program and key personnel into its operations. Pursuant to the terms and conditions of the LOI, Appature is required to raise up to \$1,000,000 in a \$0.10 per share financing prior to closing, and to issue to the RewardDrop shareholders up to 30,000,000 common shares or approximately 48% of Appature's outstanding common shares at the closing. Closing of the transaction is expected to occur on or about March 03, 2018.

"We are feeling confident and excited about partnering with Appature to commercialize our technology and execute our unified vision. We believe that our synergies are ideally suited as we launch CatchCoin and finalize the listing process on the CSE," stated Jay Ruckenstein, CEO of RewardDrop Software, Inc.

The proposed transaction remains subject to, among other things, Appature and RewardDrop entering into an agreement, completion of satisfactory due diligence, and receipt of all requisite regulatory and other approvals. There can be no assurance that the acquisition will be completed as proposed or at all. Additional information will be released by Appature as it occurs.

Investors are cautioned that, except as disclosed in documents provided by Appature which are to be prepared regarding the acquisition, any information released or received with respect to the acquisition may not be accurate or complete and should not be relied upon. Trading in the securities of Appature should be considered to be highly speculative.

**About CatchCoin:**

CatchCoin's vision is to become the leading and trusted application for generating foot traffic. The proprietary CatchCoin platform will enable *not only* locations (such as businesses and venues), *but also* events and activities, to attract customers. The CatchCoin application will be an augmented reality rewards program where participating brick and mortar retailers, mall owners, and event venues get measurable foot traffic at their locations with a great Return on Investment (ROI). Merchants will be able to fund their campaigns through traditional payments such as credit cards and bank transfers, or via our CatchCoin cryptocurrency.

**About Appature Mobile Application, Inc.:**

Appature Mobile Application Inc. is a technology incubator specializing in developing, launching, acquiring and vertically integrating technology companies. We foster a portfolio of technologies internally while providing engineering, capital, executive management and Silicon Valley introductions. Appature brings together innovative ideas based on solid mobile technical foundations and experienced teams to build leading mobile companies with incredible user experiences.

**Forward-Looking Statements:**

Statements in this press release regarding Appature's business which are not historical facts are "forward-looking statements" that involve risks and uncertainties, specifically in regards to the possible acquisition of RewardDrop and the satisfaction of any required closing conditions. Since forward-looking statements address future events and conditions, by their very nature, they involve inherent risks and uncertainties. Actual results in each case could differ materially from those currently anticipated in such statements.

**For further information please contact:**

Rahim Mohamed  
Chief Executive Officer  
Appature Mobile Application, Inc.  
Phone: (403) 605-9429