

# NetCents Technology Launches Merchant Marketing Campaign, Appoints Lindsay Haining as Client Partner

VANCOUVER, Oct. 12, 2018 /CNW/ - **NetCents Technology Inc.** ("**NetCents**" or the "**Company**") (CSE: NC / Frankfurt: 26N) is pleased to announce that has launched its first merchant marketing campaign and has appointed Lindsay Haining as Client Partner.

The Company's merchant marketing campaign is now fully up and running. This first phase of the campaign is targeting over 1 million merchants and, to date, the Company has received response rate of 7%. The company will continue to A/B test this campaign to ensure that it maximizes merchant acquisition and revenue targets prior to launching phase 2.

"Over the past months, we have begun rolling out our user acquisition strategy with our credit card and loyalty programs and our Partner Programs with great success," stated Clayton Moore. "We are now beginning to execute on our merchant direct strategy with the launch of this campaign."

Mr. Moore added "With the launch of all three strategies, we anticipate that we will continue to see growth on all three fronts and begin to start realizing NetCents' full revenue potential from multiple sales verticals."

To assist with the onboarding process of these new merchants, our recently signed merchant and partner agreements, and the contracts currently in the Company's pipeline, the Company is pleased to announce that Lindsay Haining has joined the NetCents team as Client Partner.

As Client Partner, Lindsay will be responsible for growing, developing, and cultivating opportunities with the Company's current merchants and partners to achieve sales and margin minimums, ensuring that the Company fully leverages and maximizes the value of all signed contracts. Lindsay will be developing account plans, synthesizing market related data, leading client analysis, and executing operational and strategic initiatives with the Company's merchants and partners.

Lindsay has over 11 years' experience in senior sales positions with a focus on building successful partnerships and optimizing business development opportunities. Most recently, Lindsay was the Director of Global Supply Chain and Business Development for Corporate Stays. Corporate Stays is the largest full-service corporate housing provider in Canada. Lindsay was responsible for running the Supply Chain team as well as new partner acquisitions through strategic initiatives with a primary focus on Europe and the Americas.

## **About NetCents**

NetCents is a next-generation online payment processing platform, offering consumers and merchants online services for managing electronic payments. The Company is focused on capturing the migration from cash to digital currency by utilizing innovative Blockchain Technology to provide payment solutions that are simple to use, secure and worry-free. NetCents works with its financial partners, mobile operators, exchanges, etc., to streamline the user experience of transacting online.

NetCents Technology is integrated into the Automated Clearing House ("ACH") and is registered as a Money Services Business (MSB) with FINTRAC, which ensures our consumer's security and privacy. NetCents is available for deposits from 194 Countries around the World, providing you with the freedom to choose to Pay. Your Way. <sup>™</sup>

On Behalf of the Board of Directors  
NetCents Technology Inc.

"Clayton Moore"

Clayton Moore, CEO, Founder and Director

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#### Cautionary Note Regarding Forward-Looking Information

This release includes certain statements that may be deemed "forward-looking statements". All statements in this release, other than statements of historical facts, that address events or developments that the Company expects to occur, are forward-looking statements. Forward-looking statements are statements that are not historical facts and are generally, but not always, identified by the words "expects", "plans", "anticipates", "believes", "intends", "estimates", "projects", "potential" and similar expressions, or that events or conditions "will", "would", "may", "could" or "should" occur. Although the Company believes the expectations expressed in such forward-looking statements are based on reasonable assumptions, such statements are not guarantees of future performance, and actual results may differ materially from those in the forward-looking statements. Factors that could cause the actual results to differ materially from those in forward-looking statements include regulatory actions, market prices, and continued availability of capital and financing, and general economic, market or business conditions. Investors are cautioned that any such statements are not guarantees of future performance and actual results or developments may differ materially from those projected in the forward-looking statements. Forward-looking statements are based on the beliefs, estimates, and opinions of the Company's management on the date the statements are made. Except as required by applicable securities laws, the Company undertakes no obligation to update these forward-looking statements in the event that management's beliefs, estimates or opinions, or other factors, should change.

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