

# LOOKINGGLASSLABS

## NEWS RELEASE

### **Looking Glass Labs' SVP Marketing for House of Kibaa to Appear on Venly Expert Series Podcast on September 1, 2022**

*The Company's CEO, Dorian Banks, was also interviewed on The Real Conversations Podcast by Nokia and Discussed Innovation and Emerging Trends in the Industry*

Vancouver, British Columbia – August 17, 2022 / Cision / – Looking Glass Labs Ltd. (“LGL” or the “Company”) (NEO: NFTX) (OTC: LGSLF) (FRA: H1N), a leading Web3 platform specializing in non-fungible token (“NFT”) architecture, immersive metaverse environments, play-to-earn tokenization and virtual asset royalty streams, is pleased to announce that Ryan Lassi, Senior Vice President of Marketing for its flagship studio, House of Kibaa (“HoK”), is to appear on the Venly Expert Talk Series podcast (the “VET Podcast”) on September 1, 2022. The VET Podcast addresses the challenges of building a blockchain or NFT project. Also, Dorian Banks, Chief Executive Officer (“CEO”) of the Company, recently appeared on an episode of “The Real Conversations by Nokia” podcast (the “Nokia Podcast” or “Real Conversations”). Entitled “A ‘hands on view’ of the metaverse”, interested listeners can access the Podcast via this [link](#).

The VET Podcast is a series of talks with NFT and Metaverse experts. It is intended to inform and prepare companies, leaders, and individuals regarding NFT and blockchain projects. Mr. Lassi is to appear on the 35<sup>th</sup> episode of the VET Podcast, on September 1, 2022, and the topic is: ‘How to make it through a bear market’. Mr. Lassi will share information about his background and experience and then will dive into a discussion with the Content Manager of Venly, Alexandra Arens. Thus far the VET Podcast has featured Sesie Bonsi, the President and CEO of bleu, Nicole Sandford, the Product Operations Manager of Shopify, Sami Start, the CEO of Transak, and Jon Jordan, a blockchain gaming expert. Upcoming talks are to include appearances from George Basiladze, the Founder of Wert, and Matty Blanchard, the Co-Founder and CEO of Cosmic Champs. The VET Podcast currently has over 1000 web3 builders listening to its talks.<sup>1</sup> More information about the VET Podcast can be found on its website: <https://www.venly.io/venly-expert-talks>.

The Nokia Podcast has been airing since May of 2019 and is available on multiple platforms including Spotify and Apple Podcasts. Hosted by Michael Hainsworth, Real Conversations has had many expert guests appear on it to discuss innovative and impressive ideas without boundaries. The hosts of the Nokia Podcast regularly speak with industry experts to discuss world-changing ideas and the impact that emerging developments in business, technology, and society may have on the world, now and in the future. Previous guests include, but are not limited to, Catherine Henry, SVP of Growth at MediaMonks; Jean Benoit Besset of Orange France; veteran Disney executive Duncan Wardle; Wally Swain from Omdia; and Chante Thurmond of the Darkest Horse. Michael Hainsworth is a veteran journalist who spent 17 years as a business reporter for CTV News and has been involved with other innovative podcasts and productions for

the past nine years that include the Geeks and Beats podcast as well as the CIBC Innovation Economy series.<sup>2</sup> More information about the Nokia Podcast and individual episodes can be found at: <https://www.nokia.com/networks/real-conversations/>.

Mr. Lassi spent nearly 10 years at Red Bull in various marketing functions while leading teams, managing yearly business plans and executing IRL experiences to drive product consumption. At Spotify, Ryan spent over three years overseeing IRL Experiential Strategy and genre expansion within URL Music Marketing during the pre-and post-IPO phases of the business.

The increase in the popularity of business-related and other general podcasts over the past few years allows those like Real Conversations and its expert guests to gain exposure and be heard.<sup>3</sup> Mr. Banks had the opportunity to share LGL's current projects and future endeavours with the Podcast's listeners, to not only gain exposure for the Company but also to increase the level of understanding and awareness regarding NFTs and the metaverse by the business community.

"We look forward to Mr. Lassi's interview on the VET Podcast to be aired in September. Having Mr. Lassi on the VET Podcast to discuss the NFT industry and share his expertise with listeners is a nice opportunity to update the community," said Dorian Banks, Chief Executive Officer of LGL. "I am also grateful to have been invited to speak on The Real Conversations by Nokia as an expert guest. It is a privilege to be included on such a well respected and free-thinking broadcast, and to be able to share my ideas, insights, and concerns regarding the NFT and metaverse industries on behalf of LGL," added Mr. Banks.

## **ABOUT LOOKING GLASS LABS**

Headquartered in Vancouver, British Columbia, Looking Glass Labs ("LGL") is a Web3 platform specializing in non-fungible token ("NFT") architecture, immersive metaverse environments, play-to-earn tokenization and virtual asset royalty streams. Its leading brand, House of Kibaa ("HoK"), designs and curates a next generation metaverse for 3D assets, which allows functional art and collectibles to exist simultaneously across different NFT blockchain environments. HoK has successfully released digital assets to include GenZeroes, which sold out in just 37 minutes for total proceeds to LGL of CAD 6.2 million, in addition to a perpetual 5% royalty stream on secondary market sales. HoK plans to launch a hyper-realistic metaverse built on the latest version of Unreal Engine in 2022.

To view LGL's current investor presentation, please visit <https://www.lgl.io/investors>.

To join LGL's mailing list, please subscribe via the following link: <https://www.lgl.io/contact-us>.

On behalf of **LOOKING GLASS LABS LTD.**

*"Dorian Banks"*

Dorian Banks, Chief Executive Officer

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***Forward-Looking Information***

*This news release contains “forward-looking statements.” Statements in this news release that are not purely historical are forward-looking statements and include any statements regarding beliefs, plans, expectations, or intentions regarding the future. Such forward-looking statements include, among other things: the development of the GenZeroes franchise, the Company's goal to become the leading digital studio specializing in NFT architecture, immersive metaverse design and virtual asset display monetization streams; intention to build out a portfolio of perpetual NFT royalty streams through collaborations, accretive acquisitions and other arrangements, to potentially result in consistent, de-risked and passive revenue; and the near-term projects and future projects.*

*The material assumptions supporting these forward-looking statements include, among others, that: the Company could mitigate the risks associated with the blockchain and NFT industry; the ability to compete with other businesses in the NFT market; the availability of sufficient funding to carry out the Company's business development plans; favourable market conditions; the ability of HoK to sell all or substantially all of its offerings; and the ability to complete the development of Overlords in a timely manner.*

*Although management considers these assumptions to be reasonable based on information currently available to it, they may prove to be incorrect. These forward-looking statements are only predictions and involve known and unknown risks, uncertainties and other factors, including: the continued growth and adoption of NFT and metaverse offerings by the consumer market; the cost of developing and designing NFTs and metaverses is economically viable; the Company being able to attract and retain a sufficient workforce with desired skillsets to develop the Company's NFT and metaverse offerings; the availability of offerings provided by third-parties in the NFT, metaverse development and online gaming market to identify potential transactions; the increasing adoption of NFTs as a solution for various online gaming, entertainment and collectible uses; the Company having the ability to mitigate the risks associated with the blockchain and NFT industry; and the ability to compete with other businesses in the NFT, metaverse development, content creation and collectibles market.*

*Although management considers these assumptions to be reasonable based on information currently available to it, they may prove to be incorrect. These forward-looking statements are only predictions and involve known and unknown risks, uncertainties and other factors, including: the risk that the Company's offerings are not accepted by the consumer, the risk that other competitors may offer similar digital offerings; the risk that there may be negative changes in general economic and business conditions; the risk that the Company may have negative operating cash flow and not enough capital to complete the development of any of its technologies; the risk that the Company may not be able to obtain additional financing as necessary; the risk that there may be increases in capital and operating costs; the risk that the NFT technology may be subject to fraud and other failures; the risk that there may be technological changes and developments in the blockchain that make the NFT solutions obsolete; risks relating to regulatory changes or actions which may impede the development or operation of the blockchain solutions; the risk that other competitors may release similar blockchain offerings; the potential future unviability of the NFT market in general; the volatile cost of the amount of computational effort required to execute specific operations on the blockchain, and other general risks involved in the blockchain solutions.*

*Risks and uncertainties about the Company's business are more fully discussed in the Company's disclosure materials, including its reports filed with the Canadian securities regulators and which can be obtained from [www.sedar.com](http://www.sedar.com).*

*Any of these risks may cause the Company's actual results, levels of activity, performance or achievements to be materially different from any future results, levels of activity, performance or achievements expressed or implied by these forward-looking statements. Further, although the Company has attempted to identify factors that could cause actual results, levels of activity, performance or achievements to differ materially from those described in forward-looking statements, there may be other factors that cause results, levels of*

*activity, performance or achievements not to be as anticipated, estimated or intended. These forward-looking statements are made as of the date of this news release, and the Company assumes no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those projected in the forward-looking statements, except as required by applicable law, including the securities laws of the United States and Canada. Although the Company believes that any beliefs, plans, expectations and intentions contained in this news release are reasonable, there can be no assurance that any such beliefs, plans, expectations or intentions will prove to be accurate. The Company does not assume any liability for disclosure relating to any other company mentioned herein.*

## **ENDNOTES**

1. “Venly Expert Talks”, *Venly*, 2022, <https://www.venly.io/venly-expert-talks>
2. “Michael Hainsworth: About”, *LinkedIn*, 2022, <https://www.linkedin.com/in/hainsworthtv/>

**SOURCE: LOOKING GLASS LABS LTD.**