



Perk Labs Engages Jonah Group to Advise on Perk Coin Cryptocurrency Development

Vancouver, Canada / August 17, 2021 / Perk Labs Inc. (CSE: PERK / OTCQB: PKLBF / FKT: PKLB) (“Perk” or the “Company”), the parent company of Perk Hero, the mobile commerce platform with rewards on curated specialty products, mobile payments and digital gift cards, announced today that it has engaged the Jonah Group to advise on the development of Perk Coin as a cryptocurrency.

Building upon Perk Labs’ previous research and development, the initial scope of the engagement will entail conducting a business and technical analysis and setting out the requirements to establish Perk Coin on modern blockchain technologies focused on security, speed and environmental impact.

“One of our top priorities for this year is to upgrade Perk Coin to a blockchain-based digital reward,” said Jonathan Hoyles, CEO, Perk Labs. “Jonah Group has developed a wide range of enterprise systems for complex, highly-regulated, and security-driven environments. By working with Jonah Group, we will have third-party validation from a highly-respected software developer, ensuring that we achieve the intended outcome and superior product quality, especially with respect to cybersecurity.”

Among Jonah Group’s previous successful blockchain-related projects are the following:

- a blockchain based business that is revolutionizing grain contracts
- a blockchain carbon trading company with a reward component
- a blockchain exchange platform tailored for trading mining investments.

“Perk Coin has the potential of bringing cryptocurrency utility to mainstream consumers by enabling them to earn cryptocurrency as a loyalty reward and then interact with digital assets in new ways,” said Glenn Archer, co-founder of Jonah Group. “We are excited to work with Perk Labs on what will be a very innovative product.”

About Jonah Group

Jonah Group is a custom software development company trusted by organizations that are faced with mission-critical business challenges and cannot afford to fail. Jonah Group has built several systems that process billions of dollars’ worth of transactions each year for clients who remain partners. Jonah has successfully developed and deployed a wide range of enterprise systems including online banking applications, equity and mutual fund trading systems, content management systems, credit adjudication and provisioning portals, health care benefits and claims management systems, and fleet management solutions. Its clientele includes many leading names in the financial services and health care industries.

About Perk Labs Inc.

Perk Labs Inc. (CSE: PERK) (OTCQB: PKLBF) (FKT: PKLB) is the owner of Perk Hero, the mobile commerce platform on a mission to make shopping and dining experiences more engaging, convenient, and rewarding. Perk has partnered with vetted specialized brands across North America. Consumers can also buy digital gift cards from top merchants that include gaming and electronics, apparel, dining, and more. The Perk Hero platform, currently available in Canada and the US, was engineered for reliability and scale using enterprise-level technology fit for businesses of all sizes. The platform also features Shopify integration, contactless payments using Apple Pay, Google Pay, BitPay and Alipay, as well as its own digital currency called Perk Coin, a gamified loyalty program, e-commerce dropshipping capabilities, pre-order and pick up, and in-store payments with a QR code.

For more information about Perk Labs, please visit www.perklabs.io. Visit Perk Hero at www.perkhero.com

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Forward-Looking Statements

This press release contains forward-looking information or forward-looking statements (collectively "forward-looking information") within the meaning of applicable securities laws. Forward-looking information is typically identified by words such as: "may", "believe", "thinks", "expect", "exploring", "expand", "could", "anticipate", "intend", "estimate", "plan", "pursue", "potentially", "projected", "should", "will" and similar expressions, or are those, which, by their nature, refer to future events. These forward-looking statements, which involve risks and uncertainties, relate to, among other things, the discussion of the Company's business strategies and its expectations concerning future operations, upgrading Perk Coin to a blockchain-based digital reward and establishing Perk Coin on modern blockchain technologies focused on security, speed and environmental impact, that by working with the Jonah Group will ensure that the Company achieves the intended outcome and superior product quality, especially with respect to cybersecurity, and that Perk Coin has the potential of bringing cryptocurrency utility to mainstream consumers by enabling them to earn cryptocurrency as a loyalty reward. Although the Company considers these forward-looking statements to be reasonable based on information currently available to it, they may prove to be incorrect, and the forward-looking statements in this release are subject to numerous risks, uncertainties and other factors that may cause future results to differ materially from those expressed or implied in such forward-looking statements. The Company cautions investors that any forward-looking information provided by the Company is not a guarantee of future results or performance, and that actual results may differ materially from those in forward-looking statements. Undue reliance should not be placed on such forward-looking information, as there can be no assurance that the plans, intentions or expectations upon which they are based will occur.