



## Perk Labs Announces New Director of Sales

**Vancouver, Canada / September 22, 2022** / Perk Labs Inc. (CSE:PERK / OTCQB:PKLBF / FKT:PKLB) ("Perk Labs" or the "Company") the owner of Perk Hero, the digital franchise company helping businesses transition to the digital economy, is pleased to announce that it has hired Manon Roy as its new Director of Sales. Ms. Roy has over 15 years of business to business sales experience and worked with top 1000 companies and built relationships with key decision-makers at major brands. Her experience includes selling enterprise software, SaaS, professional services, IT solutions, web-based marketing platform solutions, and custom development solutions.

"I am excited to welcome Manon to our team," said Jonathan Hoyles, CEO of Perk. "The timing to bring on a sales leader could not be more perfect as we are ready to scale and expand our business across North America. Manon's extensive experience as a sales leader and proven track record of connecting and creating opportunities with C-level executives will be invaluable to execute on Perk's next chapter of growth."

"Throughout my career, I've had the fortune to lead sales teams at both established leaders and innovative technology startups," said Ms. Roy. "I see enormous opportunity for Perk's innovative ordering, payment and loyalty software to solve many of the problems currently facing the hospitality industry. We are at a pivotal moment where hospitality businesses are adopting digital technologies to address the ongoing labour shortage and inflation challenges and innovation is happening at a faster rate than at any point in the industry's history. I am excited to roll up my sleeves and execute on this opportunity and help Perk grow quickly to support as many businesses in the hospitality industry as possible."

In her new role as Director of Sales, Mr. Roy will be responsible for developing Perk's sales team and growing Perk Hero's network of merchants with a focus on acquiring new enterprise accounts.

### About Perk Labs Inc.

Perk Labs Inc. is the owner of Perk Hero, the digital franchise company helping businesses transition to the digital economy. Perk Hero provides restaurateurs with friendly and reliable digital ordering, payment and loyalty tools to help them survive and thrive in a difficult economic environment. Perk Hero is growing through a unique community-driven digital franchise business that is available to entrepreneurs at an attractive start-up price.

For more information about Perk Labs, please visit [www.perklabs.io](http://www.perklabs.io). Visit Perk Hero at [www.perkhero.com](http://www.perkhero.com).

For more information on a Perk Franchise, visit [www.perkfranchise.com](http://www.perkfranchise.com).

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### Forward-Looking Statements

*Certain statements made in this press release may constitute "forward-looking information", "future oriented financial information" or "financial outlooks" (collectively, "forward-looking information") within the meaning of applicable securities laws. Forward-looking information may relate to anticipated events or results including, but not limited to the Company is ready to scale and expand our business across North America; that the Company will realize the tremendous opportunity to grow its business; that there is an enormous opportunity for Perk's innovative ordering, payment and loyalty software to solve many of the problems currently facing the industry; that Perk will grow quickly to support as many businesses in the hospitality industry as possible; and other statements that are not historical facts. Particularly, information regarding our expectations of future results, targets, performance achievements, prospects or opportunities is forward-looking information. Often, but not always, forward-looking statements can be identified by the use of forward-looking terminology such as "may", "will", "expect", "believe", "estimate", "plan", "could", "should", "would", "outlook", "forecast", "anticipate", "foresee", "continue" or the negative of these terms or variations of them or similar terminology. Forward-looking information is current as of the date it is made and is based on reasonable estimates and assumptions made by us at the relevant time in light of our experience and perception of historical trends, current conditions and expected future developments, as well as other factors that we believe are appropriate and reasonable in the circumstances. However, we do not undertake to update any such forward-looking information whether as a result of new information, future events or otherwise, except as required under applicable securities laws in Canada. There can be no assurance that such estimates and assumptions will prove to be correct.*