



FOR IMMEDIATE RELEASE

MARBLE LAUNCHES PERSONAL FINANCIAL WELLNESS PLATFORM, 'MYMARBLE' WITH WEBPALS

Vancouver, B.C, Feb 11, 2021 – Marble Financial Inc. (CSE: MRBL; OTC: MRBLF; FSE:2V0) (“Marble” or the “Company”) an AI-driven financial technology company that empowers Canadians’ toward a positive financial future, is pleased to announce a referral agreement with Webpals Group (“Webpals”) offering visitors from [greedyrates.ca](https://www.greedyrates.ca) and [youngandthrifty.ca](https://www.youngandthrifty.ca), Marble’s AI-driven financial wellness SAAS platform, MyMarble.

Marble, a leading financial technology innovator, is expanding its referral program with Webpals, a company that operates websites in the personal finance sector - from credit cards and insurance to loans and robo-advisors - to help consumers make informed financial decisions and delivers high-value users with better-aligned interests. Data from exclusively operated sites [greedyrates.ca](https://www.greedyrates.ca) and [youngandthrifty.ca](https://www.youngandthrifty.ca), which attracts over 800,000 visitors per month, will act as a powerful consumer acquisition engine for Marble. Access to such an engaged visitor base presents a significant new growth channel of opportunity for Marble to empower Canadians using its holistic personal finance fintech solution that provides precise expert curated recommendations, insights, and financial literacy.

According to a 2020 Stats Canada Report, Canadian households owed an average of \$1.71⁽¹⁾ for every dollar of disposable income in the third quarter. With Canadians’ debt loads growing, along with the financial vulnerability and uncertainty caused by the global pandemic, there is an increasing sentiment and need for informative financial content websites such as [greedyrates.ca](https://www.greedyrates.ca) and [youngandthrifty.ca](https://www.youngandthrifty.ca) to empower Canadians to find the right proactive solutions like MyMarble to help strengthen their future financial prosperity.

This engagement will utilize Webpals’ prediction methodologies, AI-powered tech and fully automated Business Intelligence, Content Management System, back-office and DevOps tools that carefully track and analyze user behavior. With such a powerful technology, Webpal’s is able to build audience segments and target high-value users that will be the target audience for MyMarble. This engagement will give millions of Canadian visitors to [greedyrates.ca](https://www.greedyrates.ca) and [youngandthrifty.ca](https://www.youngandthrifty.ca) access to the MyMarble’s platform, offering AI-powered recommendations, credit monitoring, coaching and budgeting technology to consistently boost their credit score.

“We are very pleased to be launching with Webpals and showcasing the MyMarble platform across Webpals’ unique library of highly targeted content streams,” says Marble Director of Marketing, Rich Elliott. “Webpals are global leaders in providing its visitors highly valuable and informative content, which aligns with Marbles’ philosophy when it comes to its customers on the MyMarble platform. This engagement further propels the Company in achieving its mission to connect the underbanked to the financial future they deserve.”

“We will help MyMarble leverage superior tech and data analytics to provide hyper-relevant content underpinned by editorial integrity,” says Niv Yatsiv, Head of Webpals Finance & Tech.



ON BEHALF OF THE BOARD OF DIRECTORS

Karim Nanji, CEO

About Webpals, part of the XLMedia Group (AIM: XLM) Webpals is a performance publisher and wholly owned by XLMedia (AIM: XLM). XLMedia is a global performance publishing group which operates in 18 languages across 19 countries, attracting more than 1 million unique visitors every day with richly immersive content. The Group transforms editorial content into high-engagement activation through powerful data-driven consumer insight and owns and operates a portfolio of trusted branded sites in multiple verticals, with a deep specialism in personal finance.

For further information, please visit the company's website at <https://www.webpals.com>

About Marble Financial Inc. (CSE: MRBL; OTC: MRBLF; FSE:2V0) Marble leverages its proven data driven strategies utilizing the power of machine learning, data science, and artificial intelligence, through its industry-leading MyMarble Platform, which currently hosts, proprietary technology solutions; Fast-Track, Score-Up, and Maestro to engage in and navigate a clear path for North Americans towards financial wellbeing and a meaningful credit score. Since 2016, Marble is proud to have empowered thousands of marginalized Canadians to a positive financial future, and we continue to establish ourselves as leaders in financial wellness through the licensing of our proprietary products on the MyMarble Platform.

For further information, please visit the company's website at <https://mymarble.ca>

Mike Marrandino, Executive Chairman

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(1) Source: <https://globalnews.ca/news/7515946/household-debt-disposable-income-canada-q3-2020/#:~:text=Statistics%20Canada%20says%20Canadian%20households,income%20in%20the%20third%20quarter.&text=The%20agency%20says%20that%20household,cent%20in%20the%20second%20quarter>

NEITHER THE CANADIAN SECURITIES EXCHANGE NOR ITS REGULATIONS SERVICES PROVIDER HAVE REVIEWED OR ACCEPT RESPONSIBILITY FOR THE ADEQUACY OR ACCURACY OF THIS RELEASE.

Caution Regarding Forward-Looking Information

This release contains "forward-looking information" as such term is used in applicable Canadian securities laws, including statements regarding its arrangements with WebPals Group. The use of any of the words "target", "plans", "anticipate", "continue", "estimate", "expect", "may", "will", "project", "should", "believe" and similar expressions are intended to identify forward-looking statements. Such forward-looking information is based on management's expectations and assumptions, including statements relating to the Company's referral agreement with WebPals.

In making the forward-looking statements included in this news release, the Company has applied several material assumptions, including but not limited to, that the Company's financial condition and development plans do not change as a result of unforeseen events, and that the Company will receive all required regulatory approvals, including Canadian Securities Exchange approval, for the referral agreement if required. Forward-looking information is subject to a variety of risks and uncertainties and other factors that could cause plans, estimates and actual results to vary materially from those projected in such forward-looking information. Factors that could cause the forward-looking information in this news release to change or to be inaccurate include, but are not limited to: unanticipated delays in obtaining or failure to obtain regulatory or Canadian Securities Exchange approvals; general economic, market or business conditions; changes in the Company's financial condition and development plans; and other risks and uncertainties as set forth in the Company's most recent continuous disclosure filings filed under the Company's profile at www.sedar.com. Although the Company has attempted to take into account important factors that could cause actual costs or results to differ materially, there may be other factors that cause actual results not to be as anticipated, estimated or intended. There can be no assurance that such statements will prove to be accurate as actual results and future events could differ materially from those anticipated in such statements. The forward-looking information included in this release is expressly qualified in its entirety by this cautionary statement. Accordingly, readers should not place undue reliance on forward-looking information. The Company undertakes no obligation to update these forward-looking statements, other than as required by applicable law.