



FOR IMMEDIATE RELEASE

## **MARBLE EXECUTES WHITE LABEL DISTRIBUTOR AGREEMENT WITH CANADIAN FINANCIAL FOR ITS 'MYMARBLE' FINANCIAL WELLNESS PLATFORM**

**Vancouver, B.C, Feb 17, 2021 – Marble Financial Inc. (CSE: MRBL; OTC: MRBLF; FSE:2V0) (“Marble” or the “Company”), utilizes proprietary AI-driven financial technology to help Canadians better understand how accessing credit affects their financial future, is pleased to announce its first white-label distributor agreement with Canadian Financials’ client base of lenders and merchants across Canada.**

Marble, a leading AI-driven financial technology innovator, is excited to engage our new **MyMarble** white-label program with Canadian Financial, a company that believes Canadians need a fresh new take on the personal finance market. Canadian Financials’ fintech platform provides over 20 financial services and products to over 200 alternative lenders.

Research from Mintel and the Canadian Consumer Finance Association<sup>(1)</sup> indicates that 28% of Canadians are underbanked, resulting in over 2 million Canadians per year turning to alternative finance providers.

With the growing financial vulnerability and uncertainty caused by the global pandemic, there is an increasing sentiment and need for informative, ethical, and comprehensive personal financial products to empower Canadians. This data has presented an increased demand for alternative lenders and holistic solutions like **MyMarble** to help strengthen their access to an affordable and sustainable financial future.

This new engagement will utilize Canadian Financials’ large national directory of alternative financial services – which specializes in both Consumer and Commercial funding for a widely diversified variety of products and services. This new distributor agreement will present Marble a significant new growth channel of opportunity for **MyMarble** to empower consumers through its AI-driven fintech solutions, which provide prescriptive and expert-curated recommendations, insights, and financial literacy.

“We are very pleased to be launching our first distributor agreement with Canadian Financial and their extensive platform of over 200 lenders,” says Marble CEO, Karim Nanji. “Canadian Financial has a national presence in providing financial solutions for the underserved population. This engagement enables Marble to gain more exposure to those who need help and further propels us in achieving our mission of connecting the underserved to the financial future they deserve.”

“We wanted to be able to help our Canadian customers and partners with much more than just debt facilities,” says Canadian Financial CEO, Patrick Labrèche. “Marble brought an Edtech component into our ecosystem and has been a valued asset to our continued growth within the Fintech industry. We look forward to watching our partnership flourish as the months progress.”

### **ON BEHALF OF THE BOARD OF DIRECTORS**

**Karim Nanji, CEO**

**About Canadian Financial** - Canadian Financial is a Fintech/Edtech Platform that is changing the way businesses and consumers access traditional and alternative capital. With over 22 Funding Programs and over 220 Lenders in Canada and the United States - Canadian Financial is gearing up to be one of the largest disruptors in the Financial Services Industry. Please visit the company's website at <https://www.cdnfinancial.ca/>

**About Marble Financial Inc. (CSE: MRBL; OTC: MRBLF; FSE:2V0)** Marbles’ proprietary **MyMarble** platform utilizes the power of machine learning, data science, and artificial intelligence, in leveraging its proven



data driven strategies through technology solutions Fast-Track, Score-Up, and Maestro to engage in and navigate a clear path towards financial wellbeing and a meaningful credit score, since 2016, Marble is proud to have empowered thousands of marginalized consumers 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>

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(1)Source: <https://www.greedyrates.ca/blog/unbanked-canadians-turning-away-traditional-financial-institutions/>

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**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 Canadian Financial 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 Canadian Financial. 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 not require any regulatory approvals, including Canadian Securities Exchange, for the white label distributor agreement. 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; 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](http://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.