



FOR IMMEDIATE RELEASE

## **MARBLE LAUNCHES NEW SUBSCRIPTION PRICING TIERS TO ITS 'MYMARBLE' FINANCIAL WELLNESS PLATFORM**

Vancouver, B.C, March 04, 2021 – Marble Financial Inc. (CSE: MRBL; OTC: MRBLF; FSE:2V0) (“Marble” or the “Company”), an AI-driven financial technology company that educates and helps Canadians better understand and manage their current cashflow and credit towards a better financial future, announced today the launch of new subscription tiers, for its AI-driven financial wellness SAAS platform, *MyMarble*.

According to Stats Can, Canada’s national statistical office, the household debt percentage of disposable income rose to 171% before the end of 2020<sup>(1)</sup>. The growing trend in household debt has resulted in a growing market of underbanked Canadians needing to rebuild and/or improve the financial status and is expected to further grow now as the current Government relief programs related to COVID-19 are coming to an end. The growing trend in household debt has resulted in an ever-increasing market of underbanked Canadians needing to rebuild and/or improve their financial status. This is expected to increase further as the current Government relief programs related to COVID-19 come to an end.

***‘MyMarble’: An Affordable and Sustainable Solution for Underbanked Canadians to have a Data-Driven approach to Personal Financial Fitness.***

*MyMarble* offers underbanked Canadians the ability to harness the power of data algorithms and AI technology to make the right financial decision that will help them manager debt, build credit, and budget towards their goals more effectively. *MyMarble* offers underbanked Canadians the ability to harness the power of data algorithms and AI technology to make the right financial decision that will help them manage debt, build credit, and budget towards their goals more effectively.

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status. A 2020 recent personal finance study by Marble Financial discovered that 31% of Canadians have less than **\$100** disposable income at the end of each month (2), showing an increased need for affordable and effective solutions to make the right progression towards a positive financial status.

With a large amount of the Canadian market striving to achieve financial wellness through maximizing their available budget with prescriptive AI technology, the introduction of **MyMarble's** new subscription tiers, Basic (\$9.99), Pro (\$19.99), and Premium (\$29.99) will generate new revenue streams through attracting a wider audience of potential consumers.

The utilization of data-science and depth of recommendations used in **MyMarble's** Basic and Pro tiers pinpoints the necessary steps to improve cash flow, reduce debt, and increase their credit score. **MyMarble** will then empower customers to achieve lower cost of credit in order to graduate them into the next tier of progression, which leverages a higher depth of personalized recommendations moving them faster along in their journey toward financial wellness.

**"MyMarble'** offers customers the ability to harness the power of data algorithms and AI technology to make financial decisions that will help them build credit, manage debt and budget toward their goals, more effectively," says Karim Nanji, CEO Marble Financial "However not all Canadians have the disposable income to afford our Premium Tier. At Marble, our mission is to serve all Canadian's regardless of budget, looking to improve their financial fitness. That's why we have spent many months developing pricing based on Recommendations as the value driver that empower Canadians to reach their goals, incrementally, and at a price point that suits their budget at a specific point in time."

"Each new tier still offers immense value and insights that guide that customer on how best they can make a positive impact each and every month."

Canadians can now subscribe to one of four **'MyMarble'** tiers at [www.mymarble.ca](http://www.mymarble.ca) and start using the specific features listed below.

**'MyMarble' Subscriptions offers the following features and functionality:**



<b>FREEMIUM (\$FREE)</b>	<b>BASIC (\$9.99)</b>	<b>Pro (\$19.99)</b>	<b>Premium (\$29.99)</b>
Credit Score	Credit Score	Credit Score	Credit Score
Credit Summary	Credit Summary	Credit Summary	Credit Summary
Budget Analysis	Budget Analysis	Budget Analysis	Budget Analysis
Credit & Banking Insights	Credit & Banking Insights	Credit & Banking Insights	Credit & Banking Insights
Financial Literacy Courses	Financial Literacy Courses	Financial Literacy Courses	Financial Literacy Courses
Beginner Recommendations	Beginner Recommendations	Beginner Recommendations	Beginner Recommendations
X	Intermediate Recommendations	Intermediate Recommendations	Intermediate Recommendations
X	X	Advanced Recommendations	Advanced Recommendations
X	X	X	Master Recommendations
X	X	X	Point Deduction Technology
X	X	X	Target Score Simulator
X	X	X	Budget Simulator
X	X	X	Credit Score Errors & Omission Tracking

"This is an exciting milestone as Marble remains focused on developing solutions to automate how Canadians can sustainably reach their financial goals," commented Jim Chan, Marble CTO.

"As Canadians' financial profiles and budget constraints become more complex, we are excited



to expand our technology solutions to bring new variations of insight and automation to our customers' finances.”

***‘MyMarble’ offers the ultimate in personalization because its innovative technology blends proprietary AI software, data-driven algorithms and the users’ up-to-the-minute personal banking and credit information.***

**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>

Mike Marrandino, <sup>[SEP]</sup>Executive Chairman

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(1) Source: <https://www.bnnbloomberg.ca/household-debt-ratio-rises-to-170-7-per-cent-statcan-says-1.1535105>

(2) Source: <https://mymarble.ca/how-to-budget-your-money/>

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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, and the use of proceeds therefrom. 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 future plans and objectives of the Company, the Company's expectations surrounding the market potential of MyMarble, Score-Up, Fast-Track, Maestro and Credit-Meds and the benefits of MyMarble, including potential credit score improvement, building and management results. 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 and has received all required regulatory approvals in the jurisdictions across Canada that it will be offering this product. 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 consider 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.