



MARBLE FINANCIAL FURTHER EXTENDS ITS AFFILIATE PROGRAM WITH FINTEL CONNECT

Vancouver, B.C, APRIL 22, 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 cash flow and credit towards a better financial future, is pleased to announce the launch of affiliate marketing program with Fintel Connect, a leading performance marketing company dedicated to serving the financial services and fintech space.

Marble, a leading financial technology innovator, is expanding by utilizing Fintel Connect, a leading performance marketing company with a 1,200+ publisher network, to grow the Company’s affiliate marketing program to help even more Canadians access **MyMarble’s** AI-based software products on the **MyMarble** platform. Fintel Connect’s publishing network features the best performing websites, bloggers, podcasters and more, specializing in financial services to help Marble accelerate user and revenue growth.

In a July 2020 survey by Ipsos, it was discovered that 61% of consumers⁽¹⁾ agreed that they are more mindful about how much money they spend. With Canadians becoming more cognizant of their spending, it presents a need for solutions like **MyMarble** to help this demographic improve their financial literacy and manage their overall financial health. Also, the survey found that nearly half (46%) of consumers⁽¹⁾ are taking more time online to research their purchase before they commit to buying. This data shows that consumers are turning to content publishers before making purchases, which allows the Company to utilize the performance marketing partnership with Fintel Connect to create a positive brand perspective for **MyMarble**.

“We are very excited to be partnering with Fintel Connect, a leader in the financial services and fintech performance marketing space” said Karim Nanji, Marble CEO. “By leveraging Fintel’s 1.2K publishing network, this exciting partnership will support rapid growth and expansion, and allow Marble to reach more Canadians looking to better their financial health through **MyMarble’s** financial fitness platform.”

Fintel Connect has over 20 years of experience in performance marketing and 10 years of experience in the financial space. As the only affiliate network specialized for financial services, its technology enables leading brands to increase their digital footprint and drive scalable growth for their digital acquisition. Marble’s partnership with Fintel Connect will enable Marble’s partnership with Fintel Connect will enable **MyMarble** to reach a larger demographic and will provide more Canadians access to **MyMarble’s** platform, offering AI-powered recommendations, credit monitoring, financial education, and budgeting technology to consistently boost their credit score.



“Financial literacy is a huge gap for many Canadian households even though it's a major factor for quality of life,” said Nicky Senyard, CEO and Founder of Fintel Connect. “Marble provides valuable guidance and education to make smarter financial choices, and I'm thrilled that we can support them in leading the charge for better financial wellness for everyone.”

ON BEHALF OF THE BOARD OF DIRECTORS

Karim Nanji, CEO

About Fintel Connect: Fintel Connect is a leading performance marketing company dedicated to serving the financial services and fintech space. Based in Vancouver, Canada, the team at Fintel Connect support a wide range of tier one banks, community banks and financial technology companies through its extensive network of publishers and fully scalable tracking and reporting technology.

If you're Press and would like to connect, please contact press@fintelconnect.com.

A merchant and would like to know more, visit <https://fintelconnect.com/merchants>.

A publisher that would like to join our network, visit <https://fintelconnect.com/publishers>.

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, Executive Chairman

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Source⁽¹⁾ : <https://www.ipsos.com/en-ca/news-polls/Canadian-Shoppers-More-Thoughtful-of-Their-Spending-and-Taking-More-Time-to-Research-Online>

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