



Marble Financial Launches Performance Marketing Program With 55Rush and Its Parent Life Network

Vancouver, B.C, APRIL 30, 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 an online performance marketing partnership with 55Rush and their online community Parent Life Network, Canada’s largest parent-focused performance marketing and media platform.

55Rush are experts in building online Canadian communities since 2010, with a goal to curate personal and valuable connections between their 3.7 million members and their brand partners through awareness, data and insight tools. Parent Life Network, one of four of 55Rush’s online communities, hosts over 1.1 million members, and focuses on creating relevant content for its hundreds of thousands of Canadian parents. 55Rush will enable **MyMarble**, a leading financial technology innovator, to amplify its user reach and generate more leads by meaningfully motivating ParentLife Network members to improve their financial fitness through meaningful sponsored content such as giveaways, deals, resources and forums. Parent Life Network has a diverse audience of parent members, with 800K email subscribers and 379K combined social followers.

A March 2021 study by Statistics Canada, found that lower income and younger households experienced significant increases in household disposable income in the second quarter of 2020, with a +33.6% improvement for lowest-income earners and +20.1% for youngest households, led by assistance of COVID-19 support measures (1). This data shows the need and opportunity for a solution like **MyMarble**, to help these Canadians manage and best utilize their income. In addition, Marble can now leverage the parent-focused performance marketing partnership with 55Rush to reach even more Canadian families to assist them to achieve their financial goals such as home ownership, a vehicle purchase, paying off debt, improving their credit or saving for a college fund.

“We’re extremely excited to be partnering with 55Rush and their online community Parent Life Network, to offer their members an opportunity to improve their financial fitness with **MyMarble**” says Karim Nanji, Marble CEO. “This exciting partnership will introduce **MyMarble** to the Parent Life Network’s 1.1M user base of parent’s and families and allows Marble to help Canadians reach their financial goals through financial literacy, budgeting, debt management and credit score health.”

“We’re really excited to be welcoming Marble Financial into the 55Rush Partnership family,” says T.J. Donnelly, 55 Rush CEO. “We feel their services will be incredibly valuable to Canadian families and we’re looking forward to raising awareness of their brand amongst our Parent Life Network members.”

In addition, 55Rush’s Parent Life Network has an average of 12K monthly onboards and provides **MyMarble** with the opportunity to continuously build their audience through national flagship campaigns, social media, custom acquisition channels and email marketing. By utilizing 55Rush’s coast-to-coast community, Marble’s partnership with 55 Rush and Parent Life Network will enable **MyMarble** to reach even more Canadian’s by providing access to the **MyMarble’s** platform, allowing potential customers to utilize its powerful AI-recommendations, financial education, credit and budget improvement software.



ON BEHALF OF THE BOARD OF DIRECTORS

Karim Nanji, CEO

About 55 Rush: 55 Rush is Canada's leading performance marketing and media platform, creating valuable connections between our brand partners and our online communities of 3.2 million students and young families. Brands, schools, and agencies such as CIBC, H&R Block, Unilever, AIR MILES, Mindshare, York University, Philips, Amazon, Sun Life, and more trust our engaged member communities to build audiences, drive business results, and build loyalty.

For more information, visit 55rush.com.

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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Source (1): <https://www150.statcan.gc.ca/n1/daily-quotidien/210301/dq210301b-eng.htm>

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