



FOR IMMEDIATE RELEASE

## Inverite Announces CFO Appointment

VANCOUVER, B.C., Vancouver, BC. August 02, 2024 – Inverite Insights Inc. (“Inverite”) (CSE: INVR) (OTC: INVRF) (FSE: 2V0), a leading AI-driven software provider utilizing real-time financial data to empower businesses to transact more effectively with consumers, is pleased to announce the appointment of Estelle L’Heurex, CFA, as Chief Financial Officer (“CFO”) replacing Dallas Pretty. The Company and its board would like to thank Mr. Pretty for his contract services.

Ms. L’Heureux received her CFA® charter in 2018 and completed her Bachelor of Business Administration (“BBA”), Accounting in 2014. Ms. L’Heureux is a director of the CFA Society Vancouver, a position she has held since for just over one year while volunteering for over a decade. Estelle joined Inverite (formerly Marble Financial) back in 2019 and has been an integral part of the management team. Her knowledge and experience in our fintech business made her an obvious choice to take over our finance department as CFO.

### About Inverite Insights Inc.

Inverite Insights Inc. (“Inverite”) (CSE: INVR) (OTC: INVRF) (FSE: 2V0) is a Vancouver-based, AI-driven software provider specializing in real-time financial data. With a vast database of over seven billion financial data points from more than four million unique Canadian consumers transactions, Inverite empowers businesses to transact more effectively with consumers through innovative solutions for data enrichment, identity, risk management and compliance.

For further information about Inverite, please visit: [inverite.com](https://inverite.com).

### ON BEHALF OF THE BOARD

Mike Marrandino, Executive Chairman

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### Forward Looking Statements

*This news release may include forward-looking statements that are subject to risks and uncertainties. All statements within, other than statements of historical fact, are to be considered forward looking. Although the Company believes that any forward-looking statements in this news release are reasonable, there can be no assurance that any such forward-looking statements will prove to be accurate. The Company cautions readers that all forward-looking statements, are based on assumptions none of which can be assured and are subject to certain risks and uncertainties that could cause actual events or results to differ materially from those indicated in the forward-looking statements. Such forward-looking statements represent management’s best judgment based on information currently available. Readers are advised to rely on their own evaluation of such risks and uncertainties and should not place undue reliance on forward-looking statements.*

*The forward-looking statements and information contained in this news release are made as of the date hereof and no undertaking is given to update publicly or revise any forward-looking statements or information, whether as a result of new information, future events or otherwise, unless so required by applicable securities laws or the CSE. The forward-looking statements or information contained in this news release are expressly qualified by this cautionary statement.*