

# Cannvas Signs LOI with Loop Media Group, Creators of Canada's Largest Offers Platform

## To Share Data and Capabilities to Improve Customer Experiences

TORONTO, Oct. 10, 2018 /CNW/ - **Cannvas MedTech Inc. ("Cannvas" or the "Company") (CSE: MTEC) (Frankfurt: 3CM)**, a leading business technology company in the cannabis space, and Loop Media Group (Loop Media), leaders in mobile marketing technology and the creator of Canada's largest offers platform, GetintheLoop, are pleased to announce the signing of a letter of intent (the "LOI"), to negotiate, in good faith, an agreement whereby the two companies will share data and insights to improve customer experiences on each respective platform and Cannvas will become the exclusive provider of cannabis information and education to Loop Media's Hi-Jane mobile marketing platform.

"We are very pleased to be in discussions with Loop Media as we recognize the synergies between our cannabis education platform and their innovative localized marketing solution for the cannabis industry in Canada," said Steve Loutskou, Chief Operating Officer, Global Markets, Cannvas MedTech Inc. "Hi-Jane provides customers and dispensaries with access to valuable information and there is a natural need for high-quality cannabis education. We see Cannvas.Me playing an important role with the expansion of cannabis use in Canada and Hi-Jane will provide access to many customers, dispensaries and related businesses across the country. I look forward to working with the Loop Media team as we integrate our two platforms."

Loop Media is an innovative business technology company and the creator of Canada's largest offers platform, GetintheLoop. Building off of the GetintheLoop platform, Loop Media has recently introduced Hi-Jane, a turn-key mobile app and local marketing solution in the ever-evolving cannabis landscape in Canada. Hi-Jane will allow dispensaries and cannabis-affiliated businesses to connect directly with opted-in consumers to build brand awareness, drive new sales, create loyalty, and put their business and products on the map.

By leveraging Loop Media's existing technology platform, Hi-Jane is able to immediately provide dispensaries with best-in-class location-based marketing, a partner-service team, and data analytics to help cannabis partners better understand trends and best practices for customer attraction.

Hi-Jane empowers companies to educate and promote their products and services to customers with a simple and effective user experience. It provides the consumer with an easy and discreet way to learn more about the cannabis industry, products, and locations of dispensaries. As the Hi-Jane platform evolves, the app aims to become a trusted resource for consumers looking to learn more about legal procurement of cannabis by working with leading brands such as Cannvas to ensure its educational integrity.

In addition, the app will have exclusive offers, events, and experiences for Hi-Jane members, an important offering due to strict advertising regulations that make it challenging for cannabis businesses to market themselves through traditional public-facing advertising channels.

### About Loop Media Group

Based out of Kelowna, B.C., Loop Media Group initially launched its flagship consumer product, GetintheLoop, in 2013. Today GetintheLoop is the largest offers platform in Canada and connects hundreds of national and local brands to consumer across 35 cities. Loop Media Group recently announced the creation of Loop Enterprise, a white-labeled solution that helps brands world wide use the power of offers to build and directly engage their mobile audience, while driving new revenue

and obtaining detailed consumer data. For more information visit: <https://loopmediagroup.com>.

### **About Cannvas MedTech Inc.**

Cannvas MedTech is a leading business technology company in the cannabis space. We design and build customer-centric solutions that enable our partners to harness the power of data to truly understand their customers, industry, and key business drivers.

*No stock exchange or securities regulatory authority has reviewed or accepted responsibility for the adequacy or accuracy of this release.*

*Some of the statements contained in this release are forward-looking statements, such as estimates and statements that describe the Issuer's future plans, objectives or goals, including words to the effect that the Issuer or management expects a stated condition or result to occur. Since forward-looking statements address future events and conditions, by their very nature, they involve inherent risks and uncertainties. For a description of the risks and uncertainties facing the Company and its business and affairs, readers should refer to the Company's Management's Discussion and Analysis and other disclosure filings with Canadian securities regulators, which are posted on [www.sedar.com](http://www.sedar.com).*

SOURCE Cannvas MedTech Inc.

View original content to download multimedia:

<http://www.newswire.ca/en/releases/archive/October2018/10/c8007.html>

%SEDAR: 00044276E

**For further information:** [www.cannvasmedtech.com](http://www.cannvasmedtech.com); Media Inquiries:

[media@cannvasmedtech.com](mailto:media@cannvasmedtech.com); Investor Relations: [ir@cannvasmedtech.com](mailto:ir@cannvasmedtech.com), 1-800-489-0116

CO: Cannvas MedTech Inc.

CNW 08:07e 10-OCT-18