

Mijem Announces CMO

Laurie Freudenberg Joins to Drive Mijem's Userbase Growth

Toronto, Ontario--(Newsfile Corp. - January 10, 2022) - Mijem Newcomm Tech Inc. (CSE: MJEM) ('Mijem' or 'the Company'), a social media and technology company that provides innovative solutions to create a vibrant social marketplace for Generation Z communities, today announced that it has hired Laurie Freudenberg as its Chief Marketing Officer. Ms. Freudenberg brings 18+ years of experience in digital marketing, gained through senior leadership positions at AOL Canada, as COO and co-founder of media advertising platform start-up ADCentricity, and as managing partner of bricks+matter, a Toronto-based digital strategy management consultancy.

Ms. Freudenberg will lead and scale Mijem's marketing team and capabilities. She will define, prioritize and drive all aspects of Mijem's marketing strategy to support and accelerate Mijem's growth, including: demand generation, brand marketing, user experience, education, public relations and communication strategies, engagement and retention strategies.

"Mijem has invested in building new features and functionality into the platform, and we are ready to aggressively expand our userbase beyond our current 72 university communities," said Ms. Freudenberg. "Key to this expansion will be the marketing of Mijem's new BSV loyalty program and cryptowallet, key features that our Gen Z target market demands. Marketing programs I have deployed in my prior roles are portable to Mijem's objectives, and our team has the expertise to implement them."

"Adding Laurie not only rounds out Mijem's executive team but also brings leadership that extends beyond marketing," said Phuong Dinh, Founder and CEO of Mijem. "She is an astute business strategist and is expected to contribute to detailing how the Company can achieve its short-term and long-term objectives. On behalf of everyone at the Company, I want to welcome Laurie to Mijem."

About Mijem Newcomm Tech Inc.

Mijem is a Canadian-based social media and technology company that provides innovative solutions to create a vibrant social marketplace for Generation Z to connect and to efficiently buy, sell and trade goods and services. Mijem's patent-pending flagship technology currently permits thousands of university and college students across the United States and Canada to both connect on-line and engage in consumer-to-consumer commerce.

For more information please visit:

Mijem Investor Website (<https://investor.mijem.com>)

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This news release contains "forward-looking statements" within the meaning of applicable securities laws. All statements contained herein that are not clearly historical in nature may constitute forward-looking statements. Generally, such forward-looking information or forward-looking statements can be identified by the use of forward-looking terminology such as "plans", "expects" or "does not expect", "is expected", "budget", "scheduled", "estimates", "forecasts", "intends", "anticipates" or "does not anticipate", or "believes", or variations of such words and phrases or may contain statements that certain actions, events or results "may", "could", "would", "might" or "will be taken", "will continue", "will occur" or "will be achieved".

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