

Mijem Newcomm Tech Inc. Announces HandCash Digital Wallet Integration

Integration of HandCash digital wallet strengthens Mijem's BSV loyalty program; brings new options to users

Toronto, Ontario--(Newsfile Corp. - August 16, 2022) - [Mijem Newcomm Tech Inc.](#) (CSE: MJEM) ("Mijem" or the "Company"), a social media and technology company, announces the integration of HandCash.io's digital wallet into Mijem's community buy & sell platform, further strengthening the product's Loyalty Program offering to its users.

"By adding HandCash to our app, creating a Bitcoin SV (BSV) digital wallet and converting loyalty points earned on our platform into BSV is now easier than ever," said Laurie Freudenberg, CEO of Mijem. "Our target Gen Z market has high expectations around the customer digital experience. For example, gaming is an integral part of Gen Z's day-to-day lives, with over 80%¹ of this demographic playing weekly. Now Mijem users can connect their HandCash wallet to a growing network of BSV games and apps, giving them even more options to use the BSV they've earned on our platform. We expect these new capabilities in our app to drive considerable interest as we head into the key back-to-school marketing period."

"We couldn't be more pleased to have the opportunity to work with Mijem to offer an enhanced experience and introduce their audience to the expanded world of BSV," said Alex Agut, CEO of HandCash.io. "We look forward to growing our relationship and exploring future ways that we can work together."

1. <https://gamingonphone.com/news/80-of-gen-z-and-millennials-play-video-games-as-of-2021/>

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 further information, please contact:

Laurie Freudenberg
Chief Executive Officer
Mijem Newcomm Tech Inc.
media@mijem.com

Sean Peasgood
Investor Relations
sean@sophiccapital.com
437-253-9222

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