

NEWS RELEASE
December 10, 2021

Symbol: CSE: WIFI
For Immediate Dissemination

AMERICAN AIRES ANNOUNCES STRONG START TO HOLIDAY SHOPPING SEASON

December 10, 2021 – Toronto, Ontario – American Aires Inc. (CSE: WIFI) (the “Company” or “Aires”), a provider of scientifically-proven electromagnetic fields (“EMF”) modulation technology, is pleased to announce today the Company set new records during November with global sales growth of 19% in the month over the same period last year.

The month of November, which includes both Black Friday and Cyber Monday, is one of the highest-volume shopping periods of the year and Aires was successful in capitalizing on the seasonal momentum this year. Holiday shopping is no longer restricted to only “Cyber Week” and is now more like “Cyber Month”. Data suggests brands started offering deals and promotions in 2021 much earlier than in 2020. According to Adobe’s 2021 holiday report¹, the peak periods have smoothed out considerably. The data shows 22 days in November exceeded \$3 billion in online spending in 2021 compared to only nine days in 2020. For Aires, this shift towards shopping earlier in the season was anticipated, and according to Josh Bruni, Chief Revenue Officer at Aires, the Company built their strategy to take advantage of this extended shopping window.

“As online shopping has grown over the past decade, brands have pushed consumers to start seeking deals much earlier in the season. This year however, the pressure to shop earlier was expected to arise more from consumers who are concerned about product supply constraints or delays in shipping. Our strategy was to build significant awareness in the weeks leading up to November while also testing our corporate messaging to understand what would best resonate with consumers. By keeping a close eye on our key indicators, we identified quickly when we needed to shift focus from building an audience to converting users to consumers. For us, our customer began to signal increased purchase intent in late October. By having a longer shopping period, Aires was afforded more time to assess and react to performance, adjust our messaging and revise the media mix,” said Bruni.

Along with revenue growth, Aires also reported a 29% increase in new users in November 2021 over November 2020 and a 25% increase to the average order value. In addition, sales outside of North America grew 28% in November 2021 compared to the same period last year.

“We built our Q4 model and forecasts based on aggressive targets for traffic and conversion rates. There are inherent challenges and risks that accompany a heavy focus on new traffic growth, specifically as it relates to conversion rate. Our team was able to exceed our target for traffic while also improving conversion rates by 28% over our target during the peak shopping period,” added Bruni.

Aires is continuing to execute the Company’s holiday strategy and anticipates strong consumer spending to continue through most of December. Part of this strategy includes accelerating cross-border and international sales, particularly in Europe, UK and Australia.

¹ : <https://blog.adobe.com/en/publish/2021/11/30/adobe-consumers-spent-10-8-billion-on-cyber-monday-109-8-billion-so-far-this-holiday-season#qs.itws5b>

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About American Aires Inc.

American Aires Inc. is Canadian-based nanotechnology company which has developed proprietary silicon-based microprocessors that reduce the harmful effects of electromagnetic radiation (EMR). The technology was developed by a team of highly accredited scientists and confirmed by independent third-party validation including peer reviewed studies and publications in scientific journals. Aires' Lifetune products specifically target EMR emitted by consumer electronic devices such as cellphones, computers, baby monitors, Wi-Fi radiation, including the rapidly expanding next-generation high-speed 5G networks. Aires is listed on the CSE under ticker 'WIFI'. Learn more at www.airestech.com.

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