



NexTech Reports Record Revenue and Gross Profit for Q4

Quarterly Performance Boosted by NexTech's AR Ecomm division

New York, NY - Toronto, ON –January 7th, 2020 – [NexTech AR Solutions](#) (the “Company” or “NexTech”) (OTCQB: NEXCF) (CSE: NTAR) (FSE: N29), the industry leader in augmented reality, is pleased to announce that it has achieved record revenue and gross profit for the month of December 2019 and Q4. Both revenue and gross profit showed dramatic increases in December. Notably, the company achieved over \$760,000 in December revenue and gross profit of \$453,000 representing the highest revenue ever achieved in a single month. Revenue and Gross profit for the 4th quarter 2019 also accelerated rapidly reaching \$2,580,000 and \$1,340,000 respectively, which represents a 4390% increase in revenue and 2232% increase in gross profits year over year.

Evan Gappelberg, CEO of NexTech AR Solutions comments “I’m excited to report record preliminary numbers for our 4th quarter and I am particularly excited that we were able to achieve \$760,000 in sales in just one month, hitting a new company high. During the month of December and the entire Q4, we saw an acceleration in sales growth across all business segments, especially our AR e-commerce division, which is now starting to scale as we continue to sign up more customers”. He continues, “We are in the midst of the 4th Industrial Revolution, and technology is evolving faster than ever. This revolution is being led by AR, AI, IoT, Edge computing and the 5G network, all of which are converging and becoming increasingly ubiquitous for training, e-commerce, advertising, and entertainment. This convergence is stimulating a rapid market adoption environment similar to the internet in the 1990’s driving the creation of billion-dollar industries almost overnight, a market NexTech is uniquely positioned to capitalize on.”



-The company is beta testing both its game-changing CaptureAR technology and its AR, 3D 360 advertising platform with very positive results both of which it expects to launch in the next few weeks.

CaptureAR is a pivotal new technology which will accelerate the augmented reality global marketplace. With CaptureAR customers can achieve incredible time and money savings. What would take an experienced 3D modeler days of work to create a 3D version of a product, can now be done in a matter of minutes—and with the same resolution and image fidelity as if the 3D model was designed from scratch.

Both the ad network and the CaptureAR technology work hand in hand building value for each other through content creation and the usage of the content on the ad network. The ad network is part of the company's AR omni-channel platform approach which includes: AR for e-commerce, AR in Chat, its ARitize App and AR University for education and training. With this new ad network NexTech will continue to leverage all its current 3D asset creation technology and relationships into 3D-AR-360 ads, opening up a major new revenue channel in 2020 and beyond. In 2019, according to IDC, global advertising spend will be about \$725 billion, up over 4% from 2018.

The company filed a notice in November to change the fiscal year end from May 31 to December 31 to align with the calendar year. The company will report audited financial results for the period June 1 to December 31, 2019 in April of 2020. Results for the first quarter January to March of 2020 will be reported in May 2020.

About NexTech AR Solutions Corp.

NexTech is one of the leaders in the rapidly growing AR industry, estimated to hit \$120 billion by 2022, according to Statista. NexTech, the first publicly traded "pure-play" AR company, began trading on the CSE on October 31st, 2018. NexTech has a two-pronged strategy for rapid growth including growth through acquisition of eCommerce businesses and growth of its omni-channel AR SaaS platform called ARitize™. NexTech has an exclusive license to a portfolio of patents 7,054,831, 7,266,509 and patent-pending



applications 15351508, 62457136, 62559487, related to interactive gaming, interactive advertising, and augmented reality (“AR”) technology.

The company is pursuing four multi-billion dollar verticals in AR.

ARitize™ For eCommerce; The company launched its technologically advanced webAR for eCommerce early in 2019 and has been rapidly signing up customers onto its SaaS platform. Customers include Walther Arms, Wright Brothers, Mr. Steak, and Budweiser. NexTech has the first ‘full funnel’ end-to-end eCommerce solution for the AR industry including its 3D product capture, 3D ads for Facebook and Google, ‘Try it On’ technology for online apparel, 3D and 360-degree product views, and ‘one click buy’.

ARitize™ University; having launched in June 2019, the app-based solution allows companies and educational establishments to leverage all of their existing 2D assets - YouTube videos, PDF documents, PowerPoint decks, images, etc. - and then overlay immersive 3D-AR experiences on top of that content for an interactive training experience that drives productivity.

ARitize™ Hollywood Studios; expected to launch in Q1 2020, the studio has created a proprietary entertainment venue for which it is producing immersive content using 360 video, and augmented reality as the primary display platform.

ARitize™ 3D-AR-360 Advertising Platform; expected to launch in Q1 2020 the ad platform will be the industry's first end-to-end solution whereby the company will leverage its 3D asset creation into 3D, 360, AR ads. In 2019, according to IDC, global advertising spend will be about \$725 billion.

To learn more, please follow us on [Twitter](#), [YouTube](#), [Instagram](#), [LinkedIn](#), and [Facebook](#), or visit our website: <https://www.nextechar.com>.

On behalf of the Board of NexTech AR Solutions Corp.

“Evan Gappelberg”
CEO and Director

For further information, please contact:

Evan Gappelberg
Chief Executive Officer
info@nextechar.com

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