

nextech AR
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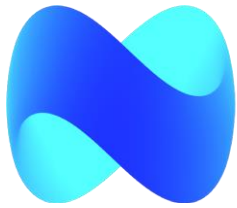
Nextech CEO Evan Gappelberg Buys 250,000 Shares of Company Stock

- CEO continues to **increase** his ownership position.
- **Open market buys** of \$125,000.
- Converts warrants for **another \$157,000**.
- **Purchased stock six times** in the past 12 months.
- He **purchased 1,279,885** common shares in the past 12 months.

Vancouver B.C., Canada –January 27, 2021 – Nextech AR Solutions (Nextech) (OTCQB: NEXCF) (NEO: NTAR.NE) (CSE: NTAR) (FSE: N29), a leading provider of augmented reality (AR) and virtual event and video experience technologies (VXT) for 3D advertising, eCommerce, education, and conferences today announced that CEO Evan Gappelberg purchased a total of 250,000 shares including open market purchases and the exercising of warrants.

Nextech CEO, Evan Gappelberg, purchased the shares by exercising 225,000 warrants and buying 25,000 shares in the open market at \$5.08/share CDN (\$4/share USD). This purchase brings his total trailing 12-month cash investment in the company to **\$1,258,421**.

Nextech CEO Evan Gappelberg comments, “When I look at our diversified business, I see a huge opportunity in the multiple markets that we operate in. The TAM or total available market just for the virtual events industry is \$90 billion on its way to \$400 billion, according to Grandview. We are just scratching the surface of this industry leaving many years of forward growth still on the table.” He continues, “When I think of our AR business, eCommerce business or our 3D ad network, I again see many years of forward growth ahead of us which is why I am investing so heavily in NEXCF. I strongly feel that we are undervalued compared to the huge multi-billion-dollar market opportunity and compared to



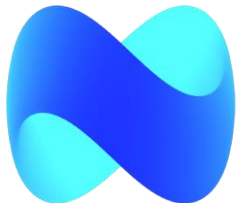
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other technology companies which is why I will continue to buy shares in my company.”

Nextech’s platforms have serviced many Fortune 500 businesses such as Amazon, Viacom, Johnson and Johnson, Bell Canada, UNESCO, Dell Technologies, Luxottica, Vulcan Inc , **Boehringer Ingelheim**, **TEDx**, **Grundfos**, **Arch Insurance**. Security is a core feature of the company which reported a breakthrough in security with the help of Fastly, an edge computing company. Bringing token authentication to the edge greatly enhances security and performance, which is essential for winning more contracts from Fortune 500 companies.

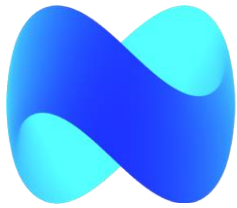
Recent Company Highlights:

- **January 26, 2021:** The Company announced in partnership with ARB Meetings and Events it has signed a six-figure annual contract to supply its InfernoAR video conferencing and virtual events platform to NAMD.
- **January 25, 2021:** The Company announced that Strategic Site Selection (SSS), a 15 year old site selection leader in the meeting and events industry, has selected Nextech AR as a preferred channel partner, making Nextech’s industry leading virtual experience platform and services available to SSS clients.
- **January 20, 2021:** The Company announced that **Microsoft’s Azure Cloud Services** platform will be a standard offering across its virtual experience platforms and consumer apps enabling hyper-scalable, secure, and immersive events and applications for users.
- **January 15, 2021:** Company has signed a renewal agreement with Poly with an initial value of **\$470,000 for a six-month term** and the potential for additional revenue after the six months.
- **Record Q4 2020 Total Bookings of \$7.3 million +275% growth over the same period last year**
- **CEO Evan Gappelberg purchased 250,000 shares. This purchase brings his 2020 purchased shares to 1,279,885 common shares of Nextech.**
- Announced the **launch of its ground-breaking “Genie in a Bottle” human hologram AR marketing platform** and new eCommerce store for its TruLyfe brand of human supplements.



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- Company **graduated from the CSE and received approval to list its common shares with the NEO Exchange** (“NEO”) senior exchange.
- Announced that it is **expanding its services into the Asia-Pacific market after establishing a presence in Singapore**. To support this expansion, Nextech has hired Yau Boon Lim, a technology industry veteran with over 25 years’ experience in strategy, planning, marketing, operations, and business management for various industries in the Asia Pacific market. Lim has held leadership positions within global enterprise technology companies, driving marketing and strategies for blue chip global tech companies, including IBM where he led marketing management, Motorola where he was Head of Strategy and Planning, and SAP where he was Vice President of Marketing for the Asia Pacific market. Lim is based out of Singapore.
- **Coex chooses Nextech** as its hybrid virtual event platform partner. Coex is a global leader in Meetings, Incentives, Conferences & Events (MICE); it hosts over 200 exhibitions and 3,000 meetings & events in-house each year in Korea at the Coex convention and exhibition center. Coex also organizes numerous exhibitions throughout Korea and abroad, with international reach in Vietnam, Indonesia, and China.
- **Achieved a record-breaking 315% increase in Black Friday sales** year-over-year across its AR eCommerce platform. With 2020 being a year dominated by coronavirus, shoppers have shown that they will embrace the convenience and safety of online shopping more than ever.
- **The Canadian Society of Nephrology (CSN) has chosen Nextech AR’s** Virtual Experience Platform (VXP) to host its 2021 Annual General Meeting, taking place May 10-13.
- **Launched a new collaborative streaming solution with AI and AR** enhancements, that integrates with its existing Virtual Experience Platform (VXP) and its ARitize SaaS offerings.
- **Appointed Dr. David Cramb to its Board of Directors** bringing its board to five members. Having this fifth board member allows the company to meet one of the NASDAQ requirements to qualify for its uplisting, which is in progress.
- Selected by **TEDx Malmö** for its first ever virtual event, held on December 12, 2020 in Sweden.
- A virtual concert featuring **Grammy-nominated artist** and member of Migos, Offset, in collaboration with the AXR+EXP concert series. The event was hosted via Nextech’s newly acquired AiRShow app.



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- **The United Nations Educational, Scientific and Cultural Organization (UNESCO) chose Nextech’s Virtual Experience Platform (VXP) for its “High-Level Futures Literacy Summit.”**
- **Restaurants Canada chose Nextech’s Virtual Experience Platform (VXP) platform to transform the 2021 RC Show, taking place February 28-March 3, 2021, into a completely virtual experience. This is Canada’s largest foodservice and hospitality event, the RC Show showcases cutting-edge products, pioneering people, and transformative ideas.**

Under the Company’s stock option plan the company has issued 15,000 3-year options exercisable at \$5.35/share.

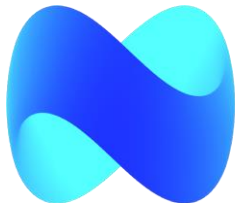
About Nextech AR

Nextech is one of the leaders in the rapidly growing [Augmented Reality market estimated to grow from USD \\$10.7B in 2019 and projected to reach USD \\$72.7B by 2024 according to Markets & Markets Research; it is expected to grow at a CAGR of 46.6% from 2019 to 2024.](#)

The company is pursuing four verticals:

Virtual Experience Platform (VXP): An advanced Augmented Reality and Video Learning Experience Platform for Events, is a SaaS video platform that integrates Interactive Video, Artificial Intelligence and Augmented Reality in one secure platform to allow enterprises the ability to create the world’s most engaging virtual event management and learning experiences. Automated closed captions and translations to over 64 languages. According to [Grandview Research the global virtual events market in 2020 is \\$90B and expected to reach more than \\$400B by 2027, growing at a 23% CAGR.](#) With Nextech’s VXP platform having augmented reality, AI, end-to-end encryption, and built-in language translation for 64 languages, the company is well positioned to rapidly take market share as the growth accelerates globally.

ARitize™ For eCommerce: The company launched its SaaS platform for webAR in eCommerce early in 2019. Nextech has a ‘full funnel’ end-to-end eCommerce



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solution for the AR industry including its ARitize360 app for 3D product capture, 3D/AR ads, its Aritize white label app, its ‘Try it On’ technology for online apparel, 3D and 360-degree product views, and ‘one click buy’.

ARitize™ 3D/AR Advertising Platform: Launched 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/AR ads. In 2019, according to IDC, global advertising spend will be about \$725 billion.

ARitize™ Hollywood Studios: The studio is in development producing immersive content using 360 video, and augmented reality as the primary display platform.

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”

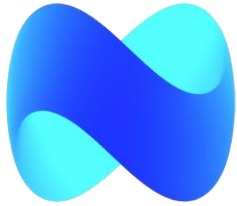
CEO and Director

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The NEO has not reviewed and does not accept responsibility for the adequacy or accuracy of this release.

Certain information contained herein may constitute “forward-looking information” under Canadian securities legislation. Generally, forward-looking information can be identified by the use of forward-looking terminology such as, “will be”, “looking forward” or variations of such words and phrases or statements that certain actions, events, or results “will” occur. Forward-looking statements regarding the Company increasing investors awareness are based on the Company’s



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estimates and are subject to known and unknown risks, uncertainties and other factors that may cause the actual results, levels of activity, performance, or achievements of Nextech to be materially different from those expressed or implied by such forward-looking statements or forward-looking information, including capital expenditures and other costs. There can be no assurance that such statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward-looking statements and forward-looking information. Nextech will not update any forward-looking statements or forward-looking information that are incorporated by reference herein, except as required by applicable securities laws.