



The Nexus of Marketing and Security

## VSBLTY TO LAUNCH AI-DRIVEN RETAIL SOLUTIONS POWERED BY QUALCOMM

Philadelphia, PA, March 12, 2024 –VSBLTY Groupe Technologies Corp. (OTCQB: VSBGF) (CSE: VSBY) (Frankfurt 5VS) (“VSBLTY”), a leading AI software provider of security and retail analytics technology, is launching a retail solutions suite utilizing enhanced computer vision solutions that are powered by the Qualcomm® QRB5165 platform.

“Using the QRB5165 platform and VSBLTY’s suite of computer vision software we are creating solutions that will soon answer many of retails’ common challenges,” according to VSBLTY Co-founder & CEO Jay Hutton. “Our development teams have been aligning to optimize our solutions for Qualcomm Technologies’ platform to enable customer analytics and personalized digital signage. This has expedited the validation of the QRB5165 platform within demanding edge use cases in retail.”

“We are excited about the introduction of VSBLTY’s new retail solutions suite powered by the QRB5165 platform,” explained Art Miller, VP of Business Development & Global Head of Retail IoT, Qualcomm Technologies, Inc. “We believe that Qualcomm Technologies’ solutions for computer vision are particularly well-suited for small footprint environments, and utilizing VSBLTY’s retail solution suite can address legacy issues in retail including inventory management and visibility to sales trajectory.”

VSBLTY also announces a change in the role of Executive Chairman of the Board from Luiz Barros to Amin Shahidi, who will take on the role on an interim basis. Luiz Barros will transition to the role of Strategic Advisor at VSBLTY and undertake a new full-time leadership position and partner with an external company.

Amin, a five-year member of the BOD brings extensive retail and security experience particularly in strategic planning and M&A from his 35-year career including a leadership role with Johnson Controls and their retail focused sub Sensomatic and its 200+ portfolio of retail clients. Amin most recently managed the contract negotiations with the lender for Winkel Media and the subsequent reduction of operating costs to achieve a projected 40% reduction in monthly operating costs which immediately brings Winkel to profitability. Amin commented, “I have been watching the VSBLTY team make enormous progress in both the retail and security sectors of their business over the past five years and am happy to play a role, along

with the leadership team, which I respect very much , to help drive the business to profitability in 2024”.

## **Investor Relations**

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## **About VSBLTY (<http://vsblty.net/>)**

Headquartered in Philadelphia, VSBLTY (OTCQB: VSBGF) (CSE: VSBY) (Frankfurt: 5VS) (OTC: VSBGF) (“VSBLTY”) is the world leader in Artificial Intelligence and real time interpretation of what a CCTV and other cameras see. By utilizing facial recognition, age and gender, VSBLTY’s proprietary technology can effectively enhance retail brand engagement and measurement through customized ads on in-store digital displays at point of purchase in real time. This technology has been proven to increase brand sales by over 25%. The firm is also recognized for its leadership role in the growing “Store as a Medium” movement that enables brands to reach customers with paid media ads when and where buying decisions are being made while producing a new revenue stream for retailers. Most recently, VSBLTY has been building object recognition software to identify products by SKU, at the point of checkout, to integrate this capability into their retail media network offering to large CPG brands in Latin America.

Using its proprietary AI software, VSBLTY has also developed a range of security products that include not only facial recognition but weapon recognition utilizing modern surveillance cameras and legacy CCTV cameras. VSBLTY has the capability to create a proactive security system rather than a reactive security system, providing early warning of threats that can save lives.

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