



## EYEFI GROUP TECHNOLOGIES INC.

---

### NEWS RELEASE

---

#### EYEFI Signs Strategic Agreement to Expand Sales Activity in New Zealand

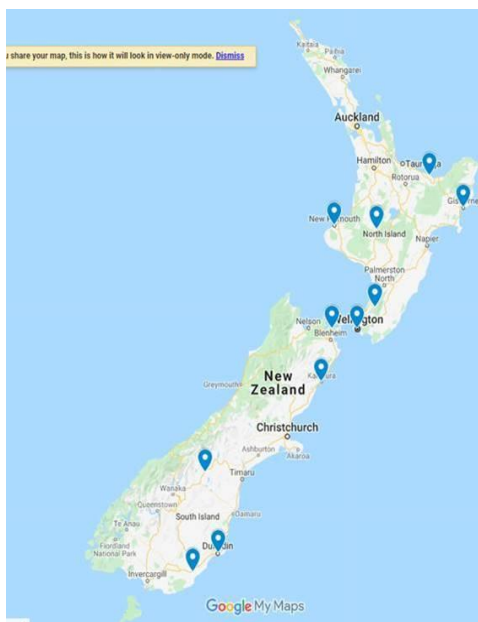
**March 26, 2021 – Toronto, Canada – EYEFI Group Technologies Inc. (CSE: EGTI)** is pleased to announce a strategic 12-month sales agreement with Mad World Limited (“MW”) in New Zealand. MW started in 2001 and was one of the first Sustainability Consultancies established in New Zealand. They assist clients with strategic sales and marketing activities by promoting green and sustainability technologies to government and industry clients that are seeking large scale sustainable solutions.

MW is one of the largest Sustainability Consultancies with operations in New Zealand, Australia and Asia. Their clients include large enterprise organizations, leading brands, local and national government departments, as well as industry associations.

As part of the agreement, MW will develop key sales and marketing collateral, identify, and approach a minimum of **50 customer targets** for EYEFI’s Smart Waste solution. They will also collaborate with EYEFI’s channel partner (reseller), Fujitsu, providing sales leads to their organisation.

EYEFI’s CEO, Simon Langdon, said “Mad World has established clients and relationships with local government and large organizations in the waste and water industries, that will help EYEFI accelerate its sales activities in New Zealand. It will also provide an opportunity to strategically position EYEFI’s brand and products with a much broader set of key customers.”

EYEFI has a well-established presence in New Zealand having worked with several major councils who participated in the initial deployment phase involving waste bins across the country. The sensors send data to waste collection providers who then schedule the most efficient time to empty bins based on their waste levels. The solution benefits the end customers and providers by reducing costs and provides a positive impact on the environment by reducing unsightly overflowing bins.



---- end ----

**About EYEfi in detail:**

*EYEfi is connecting the world's people and devices with the world around them, in real-time and in ways not previously possible.*

EYEfi is a software and electronics engineering company that has developed, patented and commercialized an innovative spatial technology; spatial, predictive, approximation and radial convolution (SPARC) and an associated product suite, that turns sensors, cameras and smartphones (fixed, mobile, airborne, portable or handheld) into geo-target co-ordinate acquisition devices.

EYEfi has also developed IIoT sensor hardware and associated cloud software, as a second pillar within its product offering. EYEfi Cloud is a next generation cloud platform that provides a secure and centralized environment where customers can manage their EYEfi product deployments and applications.

On behalf of the board of directors of  
**EYEFI GROUP TECHNOLOGIES INC.**

"Simon Langdon"  
Simon Langdon, CEO

**For more information contact:**

Simon Langdon  
Chief Executive Officer  
EYEfi Group Technologies Inc.

Mark van der Horst  
Investor Relations  
EYEfi Group Technologies Inc.

Telephone: +1 (604) 760 7604  
Email: mark@galecapital.com

*THE CANADIAN SECURITIES EXCHANGE HAS NOT REVIEWED AND DOES NOT ACCEPT RESPONSIBILITY FOR THE ACCURACY OR ADEQUACY OF THIS RELEASE.*

**FORWARD LOOKING INFORMATION**

This news release contains forward-looking statements and forward-looking information within the meaning of applicable securities laws. These statements relate to future events or future performance. All statements other than statements of historical fact may be forward-looking statements or information.

The forward-looking statements are based on the reasonable assumptions, estimates, opinions and analyses of management made in light of its experience and perception of historical trends in the delivery of services through its Cloud, current conditions, expected future developments and other factors management of the Company believes are appropriate, relevant and reasonable in the circumstances at the date that such statements are made. All of these assumptions, estimates and opinions will necessarily be subject to change due to future events and other circumstances outside the control of the Company, including the effect of the Covid 19 virus. The Company has based the forward looking information on various material assumptions, including: despite the threat of the Covid 19 virus, the Company will sustain or increase

profitability although on a slower projection than previously planned, and will be able to fund its operations with existing capital and projected revenue from its current agreements with its Channel Partners; the Company will be able to attract and retain key personnel in future if required; the general business, economic, financial market, regulatory and political conditions in which the Company operates will remain positive as its services can be provided in the Company's Cloud although delivery of its hardware may be affected by supply chain disruptions; that the general regulatory environment will not change in a manner adverse to the business of the Company; the tax treatment of the Company and its subsidiary will remain constant and the Company will not become subject to any material legal proceedings; the economy generally; competition, and anticipated and unanticipated costs.

Accordingly, readers should not place undue reliance on the forward-looking statements, timelines and information contained in this news release. Readers are cautioned that the foregoing list of factors, assumptions and exclusions is not exhaustive.

The forward-looking statements and information contained in this news release are made as of the date hereof and no undertaking is given to update publicly or revise any forward-looking statements or information, whether as a result of new information, future events or otherwise, unless so required by applicable securities laws or the Canadian Securities Exchange. The forward-looking statements or information contained in this news release are expressly qualified by this cautionary statement.