

# Defence to Collaborate with Native Ads for Marketing Campaign

Vancouver, British Columbia--(Newsfile Corp. - September 22, 2023) - Defence Therapeutics Inc. (CSE: DTC) (FSE: DTC) (OTC Pink: DTCFF) ("**Defence**" or the "**Company**"), a Canadian biopharmaceutical company specialized in the development of immune-oncology vaccines and drug delivery technologies, is pleased to announce it has entered into a service agreement with Native Ads Inc. ("Native Ads"), pursuant to which Native Ads will provide a marketing campaign for a total retainer of up to US\$250,000, with a term of up to twelve months or until the retainer is depleted.

Under the agreement, Native Ads will execute a comprehensive digital media advertising campaign for the Company where 75% of the campaign budget will be allocated to cost per click costs, media buying and content distribution, and search engine marketing, and 25% will be allocated for content creation, web development, advertising creative development, search engine optimization, campaign optimization, and reporting and data insights services. Neither Native Ads, nor any of directors or officers have any interest, directly or indirectly, in the securities of the Company or any right or intent to acquire such an interest.

## **About Native Ads Inc.**

Native Ads Inc. is a full-service advertising agency that owns and operates a proprietary ad exchange with over 80 integrated SSPs (supply-side platforms) resulting in daily access to three to seven billion North American ad impressions.

## **About Defence:**

Defence Therapeutics® is a publicly-traded biotechnology company working on engineering the next generation vaccines and ADC products using its proprietary platform. The core of Defence Therapeutics platform is the Accum® technology, which enables precision delivery of vaccine antigens or ADCs in their intact form to target cells. As a result, increased efficacy and potency can be reached against catastrophic illness such as cancer and infectious diseases.

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## **Cautionary Statement Regarding "Forward-Looking" Information**

This release includes certain statements that may be deemed "forward-looking statements". All statements in this release, other than statements of historical facts, that address events or developments that the Company expects to occur, are forward-looking statements. Forward-looking statements are statements that are not historical facts and are generally, but not always, identified by the words "expects", "plans", "anticipates", "believes", "intends", "estimates", "projects", "potential" and similar expressions, or that events or conditions "will", "would", "may", "could" or "should" occur. Although the Company believes the expectations expressed in such forward-looking statements are based on reasonable assumptions, such statements are not guarantees of future performance and actual results may differ materially from those in the forward-looking statements. Factors that could cause the actual results to differ materially from those in forward-looking statements include regulatory actions, market prices, and continued availability of capital and financing, and general economic, market or business conditions. Investors are cautioned that any such statements are not guarantees of future performance and actual results or developments may differ materially from those projected in the forward-looking

statements. Forward-looking statements are based on the beliefs, estimates and opinions of the Company's management on the date the statements are made. Except as required by applicable securities laws, the Company undertakes no obligation to update these forward-looking statements in the event that management's beliefs, estimates or opinions, or other factors, should change.

Neither the CSE nor its market regulator, as that term is defined in the policies of the CSE, accepts responsibility for the adequacy or accuracy of this release.



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