



**Sponsors
One™**

www.sponsorsone.com
info@sponsorsone.com

SponsorsOne Operational Update

For Immediate Release

Waterloo, Ontario, March 27, 2020, SponsorsOne Inc., (CSE: SPO) (Frankfurt: 5SO), (OTC:SPONF) the Company that makes small brands BIG through large, engaged, authentic communities of influencers that buy and support the brands they love, provides an operational update.

"Our work with external brands over the years has led us to evolve our strategy. Our platform gives us the competitive advantage to rapidly build a brand and launch it in the market," states Myles Bartholomew, CEO of SponsorsOne. "With that in mind, our focus is shifting to creating and building brands in-house with a focus on the Beverage and CBD market."

SponsorsOne has combined its advanced digital marketing platform (SponsorCoin) with a distribution platform of over 100,000 retailers. SponsorsOne Media creates the brand, the marketing strategies, and develops engaging content delivered over social media. Brands can be conceived, built, and launched rapidly as new market opportunities emerge, giving SPO first-mover advantage in any category.

With the refined focus, SPO is getting ready to make its move into the craft alcohol marketplace and well as the functional water market. Our distribution platform is growing as we add distributors, wholesalers, and retailers to provide coverage across North America. The current retail reach through this network is over 100,000 retail locations and demand for craft alcohol and functional water is growing rapidly.

We have enhanced the SponsorCoin platform to handle cash commission payments for sales to influencers. This includes direct-to-consumer sales and tracking influencers leading to a retail sale in one of the many physical store locations. This functionality will be rolled out later this year. Mobile app development is still underway, making accessibility for influencers to create authentic content and monitor engagement through many network layers. The SponsorCoin pays for content creation and engagement and pays cash commission for sales.

About SponsorsOne Inc.

SponsorsOne is the leader in the next evolution of digital marketing through influencer marketing, storytelling, and digital-commerce with the SponsorCoin platform and its highly scalable – smart contract-based digital-currency. Combined, this allows brands to build and manage exclusive and highly engaged communities of influencers (from pro to micro-influencers) within the social realm. The SponsorCoin platform provides for data-driven marketing campaigns that will change the way brands connect with their customers. SponsorCoin is a tool for brands to inspire real movements around their products and services in which their most valuable customers become their best salespeople, producing far higher ROI than current social media advertising methods. SponsorsOne, through its wholly owned subsidiary, SponsorsOne Media Inc. provides full creative and Brand building/management services to all our Brands as well as manages the influencer communities for each Brand. If the Brand wants to get big – fast, our wholly-owned subsidiary S1 Brands Inc. will build a wholesale/retail distribution channel for the Brand acting as a master distributor. S1 Brands provides sales and marketing on behalf of the Brand to its vast network of national wholesalers and retailers and provides purchase order financing to assist the Brand in fulfilling every order. Ownership of the Brand combined with distribution, digital marketing innovation and capital is the winning formula to the next billion-dollar brand.

Contact: info@sponsorsone.com

ON BEHALF OF THE BOARD
Gary Bartholomew, Executive Chairman

To learn more, please visit www.sponsorsone.com

The Canadian Securities Exchange ("CSE") has neither approved nor disapproved the contents of this Press Release.



Forward-Looking Statements

This news release contains forward-looking statements and information that are based on the beliefs of management and reflect the Company's current expectations. When used in this news release, the words "estimate", "project", "belief", "anticipate", "intend", "expect", "plan", "predict", "may" or "should" and the negative of these words or such variations thereon or comparable terminology, are intended to identify forward-looking statements and information. Such statements and information reflect the current view of the Company with respect to risks and uncertainties that may cause actual results to differ materially from those contemplated in those forward-looking statements and information.

By their nature, forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause actual results, performance or achievements, or other future events, to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Such factors include, among others, the following risks:

- risks associated with marketing and sale of securities
- the need for additional financing requirements and access to capital, reliance on key personnel
- the potential for conflicts of interest among certain officers or directors with certain other projects
- the volatility of the volume and price of the Common Shares, the failure of the business strategy, the integrity of the Company's patents and proprietary intellectual property and competition.

The Company cautions that the foregoing list of risk factors is not exhaustive and is subject to change and there can be no assurance that such assumptions will reflect the actual outcome of such items or factors. When relying on the Company's forward-looking statements and information to make decisions, investors and others should carefully consider the foregoing factors, and other uncertainties and potential events, including the risk factors, set out in the Company's Listing Statement. The Company has assumed a certain progression, which may not be realized. It has also assumed that the material factors referred to above will not cause such forward-looking statements and information to differ materially from actual results or events.

THE FORWARD-LOOKING INFORMATION CONTAINED IN THIS NEWS RELEASE REPRESENTS THE EXPECTATIONS OF THE COMPANY AS OF THE DATE OF THIS NEWS RELEASE AND, ACCORDINGLY, IS SUBJECT TO CHANGE AFTER SUCH DATE. READERS SHOULD NOT PLACE UNDUE IMPORTANCE ON FORWARD-LOOKING INFORMATION AND SHOULD NOT RELY UPON THIS INFORMATION AS OF ANY OTHER DATE. WHILE THE COMPANY MAY ELECT TO, IT DOES NOT UNDERTAKE TO UPDATE THIS INFORMATION AT ANY PARTICULAR TIME EXCEPT AS REQUIRED IN ACCORDANCE WITH APPLICABLE SECURITIES LEGISLATION.