



Perk Labs Announces Advisory Board Appointment of Mr. Daniel Zou

Vancouver, Canada / August 6, 2020 / Perk Labs Inc. (CSE:PERK / OTCQB:PKLBF / FKT:PKLB) (“Perk Labs” or the “Company”) the parent company of Perk Hero, the all-in-one mobile ordering, contact-free payments and loyalty app, announced the appointment of Mr. Daniel Zou to the Advisory Board. Mr. Zou, formerly Head of Business Development for Alipay Canada, will advise on the Company’s mobile commerce, drop shipping, and s-commerce strategy, including expansion throughout Canada and North America.

Mr. Daniel Zou is a highly regarded expert in the payments and credit industry in both Canada and China. While working with the Canadian division of Alibaba Groups, Alipay, he was instrumental in the growth of their product design, business development and numerous cross functional collaborations. He is an expert in the areas of payments, product management, data analytics, mobile app marketing and operations. Mr. Zou holds a degree in electrical engineering and an MBA from the University of Toronto.

“Mr. Zou’s caliber, experience and unique background, specifically in the global payments industry, is a tremendous opportunity for our company. We are excited to gain Mr. Zou’s industry expertise and guidance to set in motion the Company’s expansion phase,” says Jonathan Hoyles, Perk Labs CEO.

Prior to joining the Perk Labs Advisory Board, Mr. Daniel Zou was Head of Business Development for Alipay Canada, a global digital payment and lifestyle platform serving over 1.2 billion users globally. Prior to Alipay, Mr. Zou was the Director, Innovation and Operations of the Ant Group, a technology company focused on bringing inclusive financial services worldwide and the parent company of Alipay. Founded in 2004, Alipay is now the world’s number one mobile payment service organization.

“I am very optimistic about what Perk Labs can accomplish with their technology, in both Canada and the United States. Their all-in-one mobile app, Perk Hero, brings together important features, uniquely bundled with gamification design to drive user adoption,” says Mr. Daniel Zou.

As part of Mr. Zou’s compensation, he will be compensated with \$3,200 per month in shares of the Company and will be granted 150,000 stock options that will vest upon specific milestones including the referral of major businesses to Perk Hero. The stock issued as compensation will be subject to a four month and one day hold period from the date of each issuance, in accordance with applicable securities laws

In March of this year, the Company announced that Perk Hero signed an agreement with Alipay to enable Alipay users to make payments on the Company’s payment platform.

The latest news and information about Perk Hero’s features can be found at www.perkhero.com and stakeholders can read about the Company’s strategy and ongoing advancements in technology on the company blog, which can be viewed at https://medium.com/@perk_labs.

About Perk Labs Inc.

Perk Labs Inc. is the owner of Perk Hero, a digital loyalty management platform that enables merchants to provide their customers with digital rewards and a more engaging and convenient customer experience. For more information about Perk Labs, please visit www.perklabs.io

For more information contact:

Jonathan Hoyles, CEO
Perk Labs Inc.
(833)338-0299
investors@perklabs.io

Neither the Canadian Securities Exchange nor its Regulation Services Provider (as that term is defined in the policies of the Canadian Securities Exchange) accepts responsibility for the adequacy or accuracy of this release.

Forward-Looking Statements

This press release contains forward-looking information or forward-looking statements (collectively "forward-looking information") within the meaning of applicable securities laws. Forward-looking information is typically identified by words such as: "may", "believe", "thinks", "expect", "exploring", "expand", "could", "anticipate", "intend", "estimate", "plan", "pursue", "potentially", "projected", "should", "will" and similar expressions, or are those, which, by their nature, refer to future events. These forward-looking statements, which involve risks and uncertainties, relate to, among other things, the discussion of the Company's business strategies and its expectations concerning future operations including the referral of major businesses to Perk hero. Although the Company considers these forward-looking statements to be reasonable based on information currently available to it, they may prove to be incorrect, and the forward-looking statements in this release are subject to numerous risks, uncertainties and other factors that may cause future results to differ materially from those expressed or implied in such forward-looking statements. The Company cautions investors that any forward-looking information provided by the Company is not a guarantee of future results or performance, and that actual results may differ materially from those in forward-looking statements. Undue reliance should not be placed on such forward-looking information, as there can be no assurance that the plans, intentions or expectations upon which they are based will occur.