



Perk Labs Announces Mr. Daniel Zou as New Chief Operating Officer

Vancouver, Canada / October 6, 2020 / Perk Labs Inc. (CSE:PERK / OTCQB:PKLBF / FKT:PKLB) (“Perk Labs” or the “Company”) the parent company of Perk Hero, the mobile commerce marketplace with cashback rewards, announced the appointment of Mr. Daniel Zou as its new Chief Operating Officer. Mr. Zou was previously acting as an advisor to the Company and formerly was the Head of Business Development for Alipay Canada. In Mr. Zou’s new role as COO, he will be responsible for the Company’s operations and in particular, setting revenue targets for the Company’s sales, marketing, and customer success teams and driving the performance of those teams.

“I look forward to joining the Perk team on the next phase of its journey” says Mr. Zou. “I have enjoyed working with the team as an advisor, and am ready to roll-up my sleeves and help take the Company to the next level as COO with a focus on revenue growth.”

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.

“I am thrilled to be welcoming Mr. Zou to the Company in the role of COO” says Perk Labs’ CEO Jonathan Hoyles. “We are excited to have Daniel on board to help accelerate our business as we continually optimize our product offering while focusing on revenue growth.”

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.

As part of Mr. Zou’s compensation, he will be compensated with shares of the Company and will be granted 800,000 restricted stock units that will be subject to a vesting schedule over the next two years, with the final vesting date occurring on October 31, 2022.

The Company also announced today that it has updated its website Perkhero.com with branding that appeals to a wider audience.

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

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Forward-Looking Statements

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