



TruTrace Technologies Names Robert Lelovic as Chief Financial Officer

Seasoned industry executive joins senior leadership team

TORONTO, June 16, 2021 – TruTrace Technologies, Inc. (CSE: TTT) is pleased to announce and welcome Robert Lelovic, CPA, CA as Chief Financial Officer. Mr. Lelovic has had a distinguished career as a seasoned chartered professional accountant with experience in the retail, technology, and energy sectors. He has extensive experience in management, risk mitigation and controls, integration, due diligence, and financial reporting. Lelovic has implemented risk protocols and reporting at the board level and compliance testing at the management level for a billion-dollar company, has thrived in a project and team-based environment leading significant teams across various service lines, and developed models for revenue recognition to enable better and more accurate financial reporting for clients. He has significant experience in investor relations and corporate global finance, and possesses the talents and vision needed by the company as a vital member of the company's leadership team.

As CFO, he will assist TruTrace in the broader commercialization of its technology and will fill a vital role for the company's strategy moving forward, including use of state-of-the-art technology, and development and implementation of financial models, financial controls and procedures for financial management.

Robert Galarza, CEO of TruTrace, said, "It is with great pleasure that we welcome Robert as our Chief Financial Officer. Robert has an outstanding track record of successful performance in finance and his broad knowledge in the technology sector will be an asset to our organization. We are excited to have Robert be a part of our executive team in developing our long-term strategic planning on behalf of the company as the development of financial controls and procedures is essential for a properly managed company."

Mr. Lelovic's background includes extensive experience in implementing investor relations strategies, advising management on the mitigation of risks, and creating market transparency on strategy and performance for companies like TruTrace, as well as serving for over a decade in a leadership role with PricewaterhouseCoopers LLP. He has the experience to address the daily needs of the company and the ability to project current

needs into long term financial planning and focus as a Chartered Professional Accountant.

About TruTrace Technologies

TruTrace Technologies is the developer of fully-integrated software, secured on a blockchain infrastructure, that gives clients' the ability to store, manage, share and immediately access quality assurance and testing details, COAs, as well as motion and movement intelligence on inventory. The platform was specifically designed to power the traceability of testing standards within the legal cannabis, nutraceutical, food and pharmaceutical space with a focus on the authentication of source materials or ingredients used in formulation. For more information, please visit www.trustrace.co.

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