

ARMADA MERCANTILE LTD.
9575 Pinehurst Drive
Roseville, CA 95747
Tel: 916-746-0029
cole@armadamercantile.com

October 31, 2017

TRADE SYMBOL: ARM–Canadian Stock Exchange
TRADE SYMBOL: AAMTF–United States

Armada Group USA, Inc. acquires 50% of Harvard Grace Tennessee Valley Ventures, Inc.

NEWS RELEASE

Armada Mercantile Ltd., through its wholly owned subsidiary Armada Group USA, Inc. (Armada), has purchased fifty (50%) percent of Harvard Grace Tennessee Valley Ventures, Inc. (“Harvard”), which makes Harvard a portfolio company of Armada.

Harvard plans to raise \$13,000,000 to acquire the assets of an established, growing and profitable business (the “Business”), which holds income properties and undeveloped parcels, in Northern Madison County Alabama and Southern Lincoln County Tennessee.

The Business has current revenue revenues in excess of \$26,000,000 and operating profits greater than \$1,200,000 annually generated from its multiple highway retail operations. The Business capitalizes on highway traffic traveling to and from Huntsville, Alabama. Huntsville is Alabama’s 2nd largest and fastest growing city. Additionally, the Business owns 218+ acres of mostly undeveloped land with highway frontage. This land is suitable for development and offers a tremendous development opportunity.

For more information pertaining to the Armada Mercantile Ltd., please visit: [Armada Mercantile](#)

“Patrick Cole”
President

This press release may contain forward-looking statements, which are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Expressions of future goals and similar expressions reflecting something other than historical fact are intended to identify forward-looking statements, but are not the exclusive means of identifying such statements. These forward-looking statements involve a number of risks and uncertainties. The actual results that the Company achieves may differ materially from any forward-looking statements due to such risks and uncertainties. The Company undertakes no obligations to revise or update any forward-looking statements in order to reflect events or circumstances that may arise after the date of this news release. The risks and uncertainties discussed in documents filed by the Company with the British Columbia, Alberta and Ontario Securities Commissions.