



## **StartMonday Comments on Recent Unauthorised Promotional Activity**

AMSTERDAM, NL – March 19, 2018 – Smart recruitment technology firm StartMonday Technology Corp. (CSE: JOB) (OTC: STMD) (FRANKFURT: JOB) (the “Company” or “StartMonday”) is issuing this press release at the request of the OTC Markets Group Inc., and in the best interests of our shareholders.

On March 15, 2018, Company management became aware of certain promotional materials released by several online publications. Based on an examination of those publications, which were provided to the Company by OTC Markets, the publications included information regarding alleged payments as follows: “Penny Stock Titans” compensated by “Full Service Media;” “Awesome Stocks” compensated by “Elektrik Dojo, LLC;” “Damn Good Penny Picks” operated by Stellar Media Group, LLC. compensated by “Elektrik Dojo, LLC,” and “The Herald of Finance” affiliated with “BlockChainStocks.com” owned by “Best Media Publishing, LLC” an affiliate of “JSG Communications, LLC” compensated by “Full Service Media.”

The Company advises investors to only rely on information provided to the market by the Company, and neither supports or endorses the information in the materials published by the aforementioned publications. For information about the Company, investors should go to the official website at [www.startmonday.com](http://www.startmonday.com) or review the Company’s public disclosure filings available at [www.sedar.com](http://www.sedar.com). StartMonday (including its management, directors, officers, controlling shareholders or third-party service providers) neither paid for, nor reviewed the materials published by any of the publications noted above, and has no relationship with “Full Service Media” or “Elektrik Dojo, LLC.”

The Company further notes that information in these publications was misleading by virtue of innuendo, may include incomplete use of public information or outright speculation, and were edited to deliver preconceived outcomes. As such, these publications do not warrant serious consideration by the investment community.

The Company confirms it is actively developing its blockchain technology. The Company aims to complete a proof of concept early in Q2 2018 with plans for subsequent deployment. The Company is also pursuing client partnerships for CareerChain and will continue to provide public updates on its progress.

At the request of OTC Markets Group the Company confirms the following third-party providers engaged by the Company for investor relations, public relations or marketing since January 1, 2017: Invictus Investor Relations, represented by Walter Spagnuolo; GlobeNewsWire Inc (formerly Marketwired) for dissemination of official corporate news releases.

The Company further notes that none of the Company’s management, directors, officers, controlling shareholders (defined as shareholders owning 10% or more of the Company’s securities) or third-party service providers have sold or purchased any shares of the Company in the last 90 days.

At the request of OTC Markets Group the Company confirms that since January 1, 2017 it has issued securities at various prices:

As disclosed January 12, 2018 - 12,000,000 units at a price of \$0.25 CDN per Unit for proceeds of \$3,000,000 CDN. Each Unit is comprised of one common share and one-half of one transferable common share purchase warrant. Each warrant will entitle the holder to purchase an additional common share at \$0.50 CDN until January 11, 2019. The

Company paid eligible finders a cash commission in the aggregate amount of \$158,882.50 CDN, being 7% of the gross proceeds from the sale of Units to purchasers introduced by the finders, as well as issued an aggregate of 632,030 non-transferable finder's warrants which was equal to 7% of the number of Units sold to purchasers introduced by the finders. Each finder's warrant entitles the finder to acquire a share at an exercise price of \$0.50 CDN until January 11, 2019. All securities issued in connection with the offering are subject to a statutory hold period of four months plus a day from the date of issuance in accordance with applicable securities legislation which will expire on May 12, 2018.

In relation to the Company's previous financing in October 2016, 4,541,250 warrants have been exercised at a price of \$0.05 CDN per share (total proceeds of \$227,062.50 CDN); 457,152 warrants at \$0.25 CDN (for total proceeds of \$114,288.00 CDN); 362,000 warrants at \$0.40 CDN (for total proceeds of \$144,800 CDN) and 250,000 warrants at \$0.30 CDN per share (for total proceeds of \$75,000 CDN).

Since January 1, 2017, the Company issued 603,000 incentive stock options pursuant to the Company's stock option plan having terms consistent with the regulatory requirements of the Canadian Securities Exchange. 43,000 stock options were issued on March 2, 2017 at an option price of \$0.40 CDN, with a term of 5 years and vesting in 2 years (29,000 of these options have been forfeited and 14,000 remain exercisable). 2,000 stock options were issued on March 6, 2017 at an option price of \$0.40 CDN, with a term of 5 years and vesting in 2 years (all of these options have been forfeited). 50,000 stock options were issued on September 1, 2017 at an option price of \$0.35 CDN, with a term of 5 years and vesting in 2 years (all remain exercisable). 100,000 stock options were issued on November 28, 2017 at an option price of \$0.37 CDN, with a term of 5 years and vesting in 2 years (all remain exercisable). 380,000 stock options were issued on March 9, 2018 at an option price of \$0.37 CDN, with a term of 5 years and vesting in 2 years (all remain exercisable). 30,000 stock options were issued on March 9, 2018 at an option price of \$0.37 CDN, with a term of 5 years and vesting in 1 year (all remain exercisable).

ON BEHALF OF THE BOARD

Ray Gibson

CEO & Director

**About StartMonday** (CSE: JOB) (XFRA: JOB) (OTC: ST MDF)

StartMonday helps employers select better candidates, faster, with the power of 15-second video introductions. StartMonday's video-led mobile and web applications deliver a better impression of personality and customer skills, ultimately helping employers decide which candidates they should talk to first - making the process much more efficient. The Company is dedicated to building powerful tools for the Mobile Generation and is further developing its technology with an open blockchain solution for verifiable career histories called CareerChain. For more information please visit [www.startmonday.com](http://www.startmonday.com).

CAUTIONARY DISCLAIMER STATEMENT: The Canadian Securities Exchange has not reviewed and does not accept responsibility for the adequacy or accuracy of the content of this news release.

This news release contains forward-looking statements relating to the completion of the listing of the Company's shares on the Canadian Securities Exchange and other statements that are not historical facts. Forward-looking statements are often identified by terms such as "will", "may", "should", "anticipate", "expects" and similar expressions. All statements other than statements of historical fact, included in this release are forward-looking statements that involve risks and uncertainties. There can be no assurance that such statements will prove to be accurate and actual results and future events could differ materially from those anticipated in such statements. Important factors that could cause actual results to differ materially from the Company's expectations include the failure to satisfy the conditions of the Canadian Securities Exchange and other risks detailed from time to time in the filings made by the Company with securities regulations. The reader is cautioned that assumptions used in the preparation of any forward-looking information may prove to be incorrect. Events or circumstances may cause actual results to

differ materially from those predicted, as a result of numerous known and unknown risks, uncertainties, and other factors, many of which are beyond the control of the Company. The reader is cautioned not to place undue reliance on any forward-looking information. Such information, although considered reasonable by management at the time of preparation, may prove to be incorrect and actual results may differ materially from those anticipated. Forward-looking statements contained in this news release are expressly qualified by this cautionary statement. The forward-looking statements contained in this news release are made as of the date of this news release and the Company will update or revise publicly any of the included forward-looking statements as expressly required by applicable law.

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