



StartMonday Boosts Blockchain Development with New Talent

--Appointment of Product Owner advances CareerChain's team and technology

AMSTERDAM, NL – March 5, 2018 – Smart recruitment technology firm [StartMonday Technology Corp.](#) (CSE: JOB) (OTC: ST MDF) (FRANKFURT: JOB) (the “**Company**” or “**StartMonday**”) is pleased to announce the appointment of Lev Tatarov to the role of CareerChain Product Owner to assist the continued advancement of the Company’s open blockchain technology for the standardization of job application and verification of individual career histories.

Working closely with Andrew Evans, StartMonday Chief Product Officer, Mr. Tatarov will bring his passion for blockchain technology and experience in product development together to support the launching of CareerChain as a robust and innovative tool for the HR Industry. Mr. Evans notes, “CareerChain’s blockchain-based technology allows you to encrypt your own data and share how you want, when you want, and with whom you want. If your job history has been verified by your past employers, educators and peers, it has great potential to virtually certify that you are presenting facts, not fiction, to prospective employers. This has real value in today’s competitive hiring environment.”

As CareerChain Product Owner, Lev represents the product's stakeholders and acts as the voice of the customer; and is accountable for ensuring that the team delivers value to the business. The product owner defines the product in customer-centric terms and works to ensure identifiable needs are met throughout the development process.

Mr. Tatarov resides in Amsterdam and comes to StartMonday after working as Product Optimization and CRO Specialist with Dutch media publisher NU.nl. He also served as in-house mentor at Rockstart, one of Europe's first multi-vertical startup accelerators. Previously he was a Strategy Consultant at Optimizely and prior to that served as a Product Optimizer and Developer at Marktplaats.nl/eBay, and as Software Engineer at Zao.com and Traiana. He earned his BSc in Computer Sciences at Tel Aviv University.

StartMonday Co-Founder and CEO, Ray Gibson notes, “We are very glad to have Lev join us as we push our CareerChain product forward. It’s a very important initiative with immense upside potential as both a revenue earner and as an industry-wide brand-builder for us. Lev will drive development of CareerChain in such a way that the needs of job seekers, employers, job boards and ATSS are always valued. As well as leading the development effort, he will also join the founders in meeting and strategizing with critical client/partners and will collaborate with the internal and partner technical teams to ensure we integrate ‘Apply with CareerChain’ into all these platforms as efficiently and effectively as possible. I’m truly looking forward to his input and welcome him aboard the StartMonday team!”

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.

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.

Contact:

Walter Spagnuolo

Invictus Investor Relations

Office: +1.604.343.8661

Toll Free from North America: +1.800.274.8143

Toll free from Germany: +0800.180.6687

Toll Free From UK: + 0.800.014.8387

Email: investors@startmonday.com

Website: www.startmonday.com