



Perk Labs' Portfolio Company Euro Asia Pay Completes IPO

Perk holds 8.5M shares of Euro Asia Pay in its portfolio

Vancouver, Canada / February 25, 2021 / Perk Labs Inc. (CSE: PERK / OTCQB: PKLBF / FKT: PKLB) ("Perk" or the "Company"), the parent company of Perk Hero, the mobile commerce platform with exclusive perks on curated lifestyle products and digital gift cards, is pleased to announce that Euro Asia Pay Holdings Inc. ("Euro Asia Pay") completed its initial public offering of shares at a price to the public of \$0.25 per share.

Perk Labs owns 8,500,000 shares in Euro Asia Pay which it received as part of a licensing agreement dated October 14, 2017, as amended on September 30, 2018. In 2018, the Company shared an office space with the Euro Asia Pay team.

"We congratulate the Euro Asia Pay team on achieving this significant milestone and wish them great success as a public company," says Perk Labs' CEO Jonathan Hoyles. "As an investor, we are very happy to see our shares in Euro Asia Pay become publicly-listed securities as it adds strength to the Perk balance sheet."

About Euro Asia Pay

Euro Asia Pay is in the business of developing innovative payment solutions for the international student market. Its first product, a SideKick™ branded mobile payment solution, will enable parents to transfer, control and monitor payments to their children in a simple, intuitive manner. The product includes a student-facing mobile application, a prepaid student payment card and a parent portal, together with basic security features such as geo-located transaction notifications. The payment card is scheduled to be subject to parental controls in the coming months, and other leading-edge security features including concierge services and anytime emergency support are currently in development.

About Perk Labs Inc.

Perk Labs Inc. is the owner of Perk Hero, the mobile commerce platform with exclusive perks on e-gift cards and curated lifestyle products. The Perk Hero platform was engineered for reliability and scale using enterprise-level technology made available to businesses of all sizes. Perk Hero provides an innovative platform for the sale of digital gift cards featuring brands such as Saks Fifth Avenue, Saks Off Fifth, Gap, Banana Republic, Old Navy, PlayStation, Microsoft, Xbox, Nintendo, Indigo and Esso. For more information about Perk Labs, please visit www.perklabs.io

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Forward-Looking Statements

This press release contains forward-looking information or forward-looking statements (collectively "forward-looking information") within the meaning of applicable securities laws. Forward-looking information is typically identified by words such as: "may", "believe", "thinks", "expect", "exploring", "expand", "could", "anticipate", "intend", "estimate", "plan", "pursue", "potentially", "projected", "should", "will" and similar expressions, or are those, which, by their nature, refer to future events. These forward-looking statements, which involve risks and uncertainties, relate to, among other things, the discussion of the Company's business strategies and its expectations concerning future operations, and that there is a huge opportunity for Perk to become one of the leading mobile-first distributors of digital gift cards in the United States. Although the Company considers these forward-looking statements to be reasonable based on information currently available to it, they may prove to be incorrect, and the forward-looking statements in this release are subject to numerous risks, uncertainties and other factors that may cause future results to differ materially from those expressed or implied in such forward-looking statements. The Company cautions investors that any forward-looking information provided by the Company is not a guarantee of future results or performance, and that actual results may differ materially from those in forward-looking statements. Undue reliance should not be placed on such forward-looking information, as there can be no assurance that the plans, intentions or expectations upon which they are based will occur.