



## **SponsorsOne Update on Two Patents Pending for Cryptocurrency Intelligent Contracts and Currency Pricing**

### **For Immediate Release**

**Waterloo, Ontario, January 25, 2018:** SponsorsOne Inc. (CSE: SPO) (**Frankfurt: 5SO**) (the “Company”), has developed the SponsorsCloud™ platform to support the world’s first scalable digital cryptocurrency for social networks called the SponsorCoin. SponsorCoin support smart contracts between Brands, Consumers and Influencers which automatically determines compensation for authentic social engagement. SponsorsOne is pleased to provide an update on it’s two patent applications that could revolutionize the engagement process between Brands and their authentic communities.

“These are two critical patents that provide the scale of engagement between the Brand and their authentic community of millions of users” stated Myles Bartholomew, Founder and CEO of SponsorsOne. “Moving from an Agency of One model for marketing to community of millions provides unreal acceleration for the Brand, this technology will turn hundreds of millions of users into Brand Influencers.”

The first Patent, Sponsorship Management, filed on September 20, 2013 represents the intelligence contract system that determines the authenticity of the engagement by the User and rewards with the cryptocurrency SponsorCoin. It’s this automation that scales to hundreds of millions of users on every Brand engagement, no matter how small and determines if the campaign was successful leading to a sale of product. In essence, we have determined a method for valuing Earned Media – Word of Mouth Marketing within the social network at very large scale.

The second Patent, Currency Redemption filed on March 24, 2015 brings automatic pricing of the cryptocurrency when a transaction occurs between the Brand and the User. It has been found that certain Brand and User relationships have different values placed on it. This patent determines the value of the relationship and prices the Currency at time of a transaction. For example, Nike may put a higher value on a high school basketball player then on a eGamer and when either user goes to buy those Nike shoes the Basketball Player will receive higher value on their SponsorCoin at time of purchase. Cryptocurrency today is based on speculation, supply and demand whereas the SponsorsCoin is based on Social Capital directly between the Brand and User dynamically for every transaction.

Both patents have been filed as an International Patent and are in review in multiple patent offices around the world. SponsorsOne is committed to protecting it’s IP globally and is at the forefront of revolutionizing Brand marketing within the social realm using cryptocurrency.



### **About SponsorsOne:**

SponsorsOne is positioned as a leader in the next evolution of social digital marketing and crypto-commerce with the SponsorsCloud™ platform and its highly scalable digital – smart contract based crypto-currency called SponsorCoin. Combined, this allows Brands to build and manage their own proprietary and highly engaged communities of influencers within the social realm. The SponsorsCloud™ platform allows for data driven marketing campaigns that will change the way brands connect to their customers and compensate the consumer for authentic engagement using the SponsorCoin digital crypto-currency. SponsorsCloud™ and SponsorCoin is a tool for brands to inspire real movements around their products and services in which their most valuable customers become their best salespeople, producing far greater ROI than current social media advertising methods.

### **ON BEHALF OF THE BOARD**

Gary Bartholomew, Executive Chairman

To learn more please visit <http://sponsorsone.com>

Or <http://www.sponsorsone.com/de/>

The Canadian Securities Exchange (“CSE”) has neither approved nor disapproved the contents of this Press Release.

### **Forward-Looking Statements**

This news release contains forward-looking statements and information that are based on the beliefs of management and reflect the Company’s current expectations. When used in this news release, the words “estimate”, “project”, “belief”, “anticipate”, “intend”, “expect”, “plan”, “predict”, “may” or “should” and the negative of these words or such variations thereon or comparable terminology, are intended to identify forward-looking statements and information. Such statements and information reflect the current view of the Company with respect to risks and uncertainties that may cause actual results to differ materially from those contemplated in those forward-looking statements and information.

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