



StartMonday Selects CEOLIVE Media Group for U.S. Investor Relations and Strategic Communications,
Announces Loan Agreement and Option Grants

Mobile & Online Recruiting Trends Prompt Awareness Campaign

AMSTERDAM, the Netherlands, Jan. 25, 2019 -- Smart recruitment technology firm StartMonday Technology Corp. (CSE: JOB) (OTC: STMDF) (FRANKFURT: JOB) (the “Company” or “StartMonday”), today announced that it has retained CEOLIVE Media Group, a leading investor relations and digital strategies firm, to serve as an advisor for investor relations and strategic communications.

Pursuant to the terms of an agreement between the Company and Sana Group, Inc. (d/b/a CEOLIVE Media Group), the Company will issue 650,000 common shares in the capital of the Company (the “Payment Shares”) at a deemed price of \$0.05 per Payment Share. The Payment Shares will be subject to a hold period of 4 months and a day from the date of issuance. Commencing immediately, the initial term of the agreement will terminate on April 15, 2019.

Ray Gibson, CEO of StartMonday, commented, “StartMonday’s video-led recruiting platform and blockchain solution for sharing career histories reflects a continuing commitment to innovation and growth, which is the message we want to bring to the investment community. We believe StartMonday’s continuing strength in recruiting technology presents a strong investment thesis and CEOLIVE’s seasoned team has the right combination of contacts, skills, and strategies to assist us in reaching these goals.”

“StartMonday has a unique business that deserves wider awareness in the investment community. Our team looks forward to using our expertise to increase StartMonday’s visibility with all key stakeholders across all traditional and digital channels,” said Mike Elliott, founder and CEO of CEOLIVE Media Group.

The Company also announces that it (through its wholly-owned subsidiary StartMonday Holding B.V.) has entered into a loan agreement (the “Loan Agreement”) with FrogLeapers GmbH (the “Lender”), a private limited company incorporated in Germany. Pursuant to the terms of the Loan Agreement, the Lender will loan to the Company EUR88,000 (the “Principal Sum”), with the Principal Sum bearing interest at an annual rate of 12.5%. The loan is unsecured and the Principal Amount and accrued interest will become due for repayment on January 31, 2019. The Lender is an arm’s length party to the Company.

Pursuant to the terms of the Loan Agreement, the Company will issue to the Lender 200,000 non-transferable common share purchase warrants of the Company (the “Warrants”). Each Warrant is exercisable for a period of two years from issuance to acquire one common share in the capital of the Company at a price of \$0.05 per share.

In addition, the Company announces that pursuant to the terms of the Company’s Stock Option Plan, an aggregate of 3,250,000 options have been granted to certain directors, officers and consultants. The options are exercisable for a period of 5 years at an exercise price of \$0.05 per share.

About StartMonday (CSE: JOB) (XFRA: JOB) (OTC: STMDF)

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 Bizzy (formerly 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.

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

About CEOLIVE Media Group

Founded in 2006, CEOLIVE is dedicated to the delivery of top-tier strategic advisory services that encompass investor and stakeholder relations, capital markets navigation, corporate communications and social media management for emerging growth companies. The team at CEOLIVE has extensive experience working with innovative and emerging companies from around the globe. As a distribution and engagement platform, CEOLIVE and CEORoadshow reach thousands of individual, retail and institutional investors and stakeholders in its proprietary and extensive distribution network.. For more information, go to: www.ceolive.tv and www.ceoroadshow.com.

Forward-Looking Statements

Safe Harbor Act: This release includes forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995 that involves risks and uncertainties including, but not limited to, the impact of competitive products, the ability to meet customer demand, the ability to manage growth, acquisitions of technology, equipment, or human resources, the effect of economic business conditions and the ability to attract and retain skilled personnel. The Company is not obligated to revise or update any forward-looking statements in order to reflect events or circumstances that may arise after the date of this release.

Contacts

Mike Elliott
CEOLIVE Media Group
StartMonday@ceolive.tv
813-421-1701