



Suite 302 - 1620 West 8th Avenue
Vancouver | V6J 1V4 | Canada
T: 604.639.4457 | F: 604.639.4458
WWW.VERSUSSYSTEMS.COM

Versus Systems' Winfinite Platform Surpasses Industry Benchmarks for both Advertising and Email Marketing

Versus Q3 Marketing Performance Report shows that real world prizes for in-game achievement drives significant lift in advertising engagement

LOS ANGELES, October 10, 2018 - Versus Systems, Inc. ("Versus") (CSE:VS) (OTCQB:VRSSF) (FRANKFURT:BMVA) has issued its Q3 Marketing Performance Report, which clearly illustrates the superior performance of the Winfinite platform over traditional e-commerce and digital couponing campaigns. The Winfinite platform, which went live in April of 2018, reaches permission-based gamers with branded content inside Winfinite-enabled games. The Q3 report further shows that Winfinite players are choosing to spend multiple additional minutes inside branded engagements to win real-world prizes.

For Q3, Winfinite reported an average 45% Unique Open Rate for prizing partner emails, (266% over industry standard) and an average 37% Unique Click to Open Rate (CTOR), (390% above industry standard).*

In addition to these superior email engagement rates, Versus performed well in overall Transaction Rates. Transaction Rates are defined as the number of people actually completing a transaction after initial contact. This is considered the gold standard of effective advertising. In its simplest terms, Transaction Rate is the ratio of purchases to the number of messages sent. Compared with like campaigns, Versus recorded an impressive 3,500% Transaction Rate increase.

"We are thrilled to see how effective the Winfinite platform has been this quarter for companies like White Castle, Fanatics, and others" said Matthew Pierce, founder and CEO of Versus Systems. "It's clear that players love being able to win real-world prizes inside their favorite games, and this data clearly demonstrates that Winfinite can offer brands the ability to reach a powerful demographic in truly meaningful ways."

"Winfinites' prize platform continues its upward trajectory in Q3, providing gamers with 350% more sponsored events in Q3 over Q2. Also in Q3, individual engagement length rose to an average of 16 minutes inside fully branded experiences per player, per campaign. Given that industry leaders frequently assess advertising engagement in seconds, 16 minutes is ground-breaking".

"This is very powerful data for a very powerful platform" continued Pierce. "We are looking forward to bringing Winfinite to more games, more gamers, and more brands in the coming months - so that more people can experience what it's like to win real-world rewards in their favorite games."

*Referenced industry standards are as reported by Emarketer and Cheetah Digital (formerly Experian Marketing Services).

For more information on Versus Systems' new integrated consumer platform, Winfite, visit www.versussystems.com or visit Versus Systems official YouTube channel.

About Versus Systems Inc.

Versus Systems, Inc. has developed WINFINITE - a proprietary in-game prizing and promotions engine that allows game publishers and developers to offer in-game prizing across various platforms including mobile, console, PC games, and streaming media. Brands pay to place products in-game via WINFINITE, and gamers compete for those prizes. For more information, please visit www.versussystems.com.

For more information on Versus Systems' new platform, WINFINITE, visit www.versussystems.com or visit Versus Systems official [YouTube channel](#).

For Versus Systems, contact:

Matthew Pierce

Matthew.pierce@versussystems.com

(310) 925-6373

Cautionary Note Regarding Forward Looking Information

This news release contains certain forward-looking information and forward-looking statements within the meaning of the applicable Canadian securities legislation. All statements, other than statements of historical fact, are forward-looking statements and are based on expectations, estimates and projections as at the date of this news release. Any statement that involves discussions with respect to predictions, expectations, beliefs, plans, projections, objectives, assumptions, future events or performance (often but not always using phrases such as "expects", or "does not expect", "is expected", "anticipates" or "does not anticipate", "plans", "budget", "scheduled", "forecasts", "estimates", "believes" or "intends" or variations of such words and phrases or stating that certain actions, events or results "may" or "could", "would", "might" or "will" be taken to occur or be achieved) are not statements of historical fact and may be forward-looking statements. In this news release, forward-looking statements relate, among other things, to: the completion of the Offering and the use of proceeds from the Offering.

*These forward-looking statements are based on reasonable assumptions and estimates of management of the Company at the time such statements were made. Actual future results may differ materially as forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company to materially differ from any future results, performance or achievements expressed or implied by such forward-looking statements. Although the forward-looking statements contained in this news release are based upon what management of the Company believes, or believed at the time, to be reasonable assumptions, the Company cannot assure shareholders that actual results will be consistent with such forward-looking statements, as there may be other factors that cause results not to be as anticipated, estimated or intended. Accordingly, readers should not place undue reliance on forward-looking statements and information. There can be no assurance that forward-looking information, or the material factors or assumptions used to develop such forward-looking information, will prove to be accurate. The Company does not undertake any obligations to release publicly any revisions for updating any voluntary forward-looking statements, except as required by applicable securities law. **The Canadian Securities Exchange does not accept responsibility for the adequacy or accuracy of this press release.***