



XRAPPLIED TECHNOLOGIES INC.

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XRAPPLIED PARTNERS WITH HOLLYWOOD CREATIVE ACADEMY

Vancouver, BC – Sept 13th, 2021 – XRApplied Technologies Inc. (“XRA” or, the “Company”) (**CSE: XRA**) The Company is pleased to announce the signing of a partnership with Hollywood Creative Academy (“HCA”) by way of a revenue share agreement. HCA offers students short form video courses featuring global experts in the fields of AR/VR content creation, music, film/streaming, fashion and more. XRA will publish a custom mobile app on iOS and Google play, and then supply ASO/SEO digital marketing services via their proprietary marketing platform to maximize downloads and user acquisition.

Matt Coleman, Chair of The Hollywood Academy, said: “HCA and XRA will strive to become leaders in the exploding edutainment industry, which is expected to exceed \$7.8 billion by 2025. As a result of new forms of learning during the last 18 months of the pandemic, the online education market has been booming and we see major revenue and growth opportunities moving forward.” Speaking on behalf of XRA, Aleksey Andreychenko stated that “HCA will serve as a great proof of concept for what we can accomplish on the digital distribution side, which ultimately leads to monetization. We are excited at the prospect of working with a great company that offers excellent content solutions that we can help them monetize.” The Hollywood Creative Academy launches worldwide in Q4 2021.

About Hollywood Creative Academy. HCA produces exciting and engaging short-form video courses focused on the creative sector, offering exclusive access to leaders in entertainment. Experts reveal secrets and behind the scenes knowledge in the fields of film/television, streaming, music, fashion, and creative technologies - such as AR/VR/MR content creation. HCA’s vision is to develop the next generation of leading creatives by providing video tutorials, exclusive webinars, workshops, and 1-on-1 sessions with industry leaders. Students will be able to access the content from anywhere in the world. For more information: www.HollywoodCreativeAcademy.com

About XRApplied Technologies Inc. (XRA)

XRA is an immersive technology solutions provider that specializes in bringing cost-efficient AR/VR e-commerce applications to businesses large and small. We accomplish this through a suite of proprietary products and services (AR catalog, toy gamification, AR App e-commerce, AR/VR interactive games) that we bring to the masses via our exclusive XRA Marketing Platform.

Further information about XRApplied is available under its profile on the SEDAR website, www.sedar.com, on the CSE website, www.thecse.com, and the Company’s website, www.xrapplied.com

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Neither the Canadian Securities Exchange nor its regulation services provider have reviewed or accept responsibility for the adequacy or accuracy of this press release.

Forward-Looking Information:

This press release contains forward-looking statements. The use of any of the words “anticipate”, “continue”, “estimate”, “expect”, “may”, “will”, “project”, “should”, “believe” and similar expressions are intended to identify forward-looking statements. Although the Company believes that the expectations and assumptions on which the forward-looking statements are based are reasonable, undue reliance should not be placed on the forward-looking statements because the Company can give no assurance that they will prove to be correct. Since forward-looking statements address future events and conditions, by their very nature they involve inherent risks and uncertainties. These statements speak only as of the date of this press release. Actual results could differ materially from those currently anticipated due to a number of factors and risks discussed in the Company’s Management’s Discussion and Analysis under the Company’s profile on www.sedar.com. While the Company may elect to, it does not undertake to update this information at any time.