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FUNDAMENTAL ANNOUNCES FORO APP RELAUNCH RESULTING IN 215% GROWTH

Vancouver, British Columbia, Canada, March 7, 2016 - Fundamental Applications Corp. (“**Fundamental**” or the “**Company**”) (CSE: FUN, FSE: 2FA, OTCQB: FUAPF), a leading developer of innovative smartphone applications targeted toward millennials, announces the results of the February 25, 2016, relaunch of its revolutionary peer-to-peer (P2P) mobile buy/sell app by Foro Technologies Inc., the Company’s wholly owned subsidiary. The Foro Technologies relaunch strategy included significant product enhancements, digital asset rebranding, and a dedicated social media marketing outreach. To date, the results reflect 2,000 product posts via our online marketplace by student users from 63 university and college campuses. This mirrors an increase of 215% in now-activated campuses over the past 30 days.

Both iOS and Android platforms have been enhanced for stability and bug fixes, in addition to user interface changes. The new Foro version replaces the need of a university email sign-in with the geolocation capability which lists all nearby universities, and features the frequently utilized and faster, Facebook Connect Sign-In. Upon log-in if a user still cannot find their campus, a “HELP” function allows the Foro team to easily add their school marketplace within a 1-hour time frame. First-time logged-in users are now directed to a “WELCOME” screen which displays their school logo and provides instructions for using the app including how to post products for sale in less than 15 seconds.

“Ensuring product stability was the first issue we had to address. We then focused on creating a corporate identity for the Foro brand across all of our digital assets to ensure that whenever a user sees the Foro brand either on our website, Facebook, Twitter, Instagram, etc., it always looks the same,” explained Fundamental CEO Brad Moore. “Because we know that college and university students across the United States and Canada are on social media every day, we used a fully integrated digital approach to reach Foro’s target audience. Targeting students with fun product videos, reposting their products for sale, and providing campus life commentaries have all resulted in an explosion of online activity. In just two weeks on Facebook alone we reached over 240,000 students, had over 52,500 product video views and saw 4500+ post interactions. Incredibly, our cost per impression was 90% cheaper than standard industry rates and it converted to more website visits and downloads than in the previous two months combined. This is an incredible response rate for a brand new online brand that has just been released and we are accelerating our school expansion program and moving toward implementation of our monetization strategy in the coming months.”

The Foro Student Marketplace app is leading a revolution in localized buying and selling behaviour on campuses. Foro app’s potential reach is upward of 25 million students at



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universities and colleges throughout North America. The Foro app provides users with a fun, easy, and safe experience to turn items they no longer need or want into cash. Via Foro, app users can transact business with trusted individuals, many of whom they may know personally as classmates, or through social media, all located at the same campus.

About Fundamental

Fundamental Applications Corp. (CSE:FUN FSE:2FA, OTCQB: FUAPF) designs, develops, markets, and acquires innovative mobile applications targeted at the “Millennials” generation, people born in an age of digital technology, internet access, and smart phones. This demographic is an early adopter of mobile technology, has significant discretionary income, and is lifestyle driven with a willingness to try new things. Fundamental’s three leading mobile platforms are Foro, a peer-to-peer mobile ecommerce marketplace; Truth, a one-to-one anonymous messaging app previously listed in the top 100 social networking apps in the Apple App Store; and Serum™, an app that enables users to post questions to their friends and receive answers anonymously.

For more information about Fundamental Applications Corp, visit online at www.FunAppCorp.com, or review its company profiles on the SEDAR website (www.sedar.com) and on the CSE website (www.thecse.com). To schedule an interview, please contact:

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Forward-Looking Information:

This press release may include forward-looking information within the meaning of Canadian securities legislation, concerning the business of Fundamental. Forward-looking information is based on certain key expectations and assumptions made by the management of Fundamental. Although Fundamental believes that the expectations and assumptions on which such forward-looking information is based are reasonable, undue reliance should not be placed on the forward-looking information because Fundamental can give no assurance that they will prove to be correct. Forward-looking statements contained in this press release are made as of the date of this press release. Fundamental disclaims any intent or obligation to update publicly any forward-looking information, whether as a result of new information, future events or results or otherwise, other than as required by applicable securities laws.

