



Suite 604 - 700 West Pender St. • Vancouver • British Columbia • V6C 1G8
T: (778) 775-7297 • admin@subscribetech.com

FOR IMMEDIATE RELEASE

Symbol: SAAS

SUBSCRIBE TECHNOLOGIES ANNOUNCES THE PRE-LAUNCH OF FINTECH SERVICE LENDERTECH.COM

Vancouver, British Columbia, Canada – September 19, 2017 – Subscribe Technologies Inc. (“Subscribe” or the “Company”), (CSE: SAAS) (OTC: SRBBF) is pleased to announce the development of LenderTech.com, a cloud based Software-as-a-Service loan management utility for banks, financial institutions, mortgage lending facilitators and more specifically; the micro-finance lenders.

In 2017, the market for microfinance investments in micro, small and medium enterprises, as well as the provision of financial services to those businesses, is projected to grow by an average of 10% to 15%, the highest growth rate is expected in Asia Pacific, driven by developments in India and strong growth in the region. Globally, the private sector alone invests an estimated USD 10 billion in microfinance.

Subscribe Technologies LenderTech platform is designed to service the growth within the international FinTech microfinance sector by offering an easy to use cloud based loan management system that keeps track of borrowers, loan approvals, payments and missed payments, accrued interest, human resources and dozens of other features.

LenderTech.com has been in development by the Subscribe Technologies team for the past six months and plans to officially launch the service in beta imminently.

President and CEO Paul Dickson states, "In-line with our strategy to acquire and develop business related SaaS operations, identifying and researching the microfinance sector led to the initial interest in offering a loan management platform without adding additional overhead to our daily operations. I believe we'll see client adoption of LenderTech post launch and see it being one of our profitable assets moving forward."

About Subscribe Technologies Inc.

Subscribe Technologies Inc. develops and acquires Software-as-a-Service (SaaS) businesses and in turn operates, manages and markets the service. Subscribe Technologies' flagship product is bContact.com, a cloud based SaaS business offering small and medium sized companies access to a fully integrated set of business management tools.

On behalf of the Board of Directors,
Subscribe Technologies Inc.
Paul Dickson
President & CEO

For more information, please contact:

T: (778) 775-7297

E: admin@subscribetech.com

Forward-Looking Information:

This press release may include forward-looking information within the meaning of Canadian securities legislation, concerning the business and trading in the common stock of Subscribe Technologies Inc. The forward-looking information is based on certain key expectations and assumptions made by the company's management. Although the company 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 the company can give no assurance that they will prove to be correct. These forward-looking statements are made as of the date of this press release and the company 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.

The CSE has not reviewed, approved or disapproved the content of this press release.