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TrackLoop Analytics Announces Acquisition of Cannabis, Food and Pharma Logistics Tracking Technology

Entering \$250B Food Logistics Market With End-to-End Solution

VANCOUVER, BC – September 26, 2018 – TrackLoop Analytics Corp. (the “**Company**” or “**TrackLoop**”) (CSE: TOOL, FWB: B2IN) an analytics software company, is pleased to announce the acquisition of ChainTrack Technologies Inc. (“**ChainTrack**”), a company providing Internet-of-Things (IoT) powered supply chain tracking solutions, including “cold chain” (refrigerated supply chain) tracking, for the food and pharmaceutical industries.

On September 25, 2018 (the “**Closing Date**”), the Company completed the transaction pursuant to a share exchange agreement made effective as of September 25, 2018 (the “**Acquisition Agreement**”) among the Company, ChainTrack and the shareholders of ChainTrack (the “**Selling Shareholders**”), whereby the Company acquired 100% of the common shares of ChainTrack from the Selling Shareholders, by issuing 16,500,000 common shares of the Company (the “**Consideration Shares**”) to the Selling Shareholders on a pro-rata basis, following the completion of which, ChainTrack is now a wholly-owned subsidiary of the Company.

The Consideration Shares are subject to resale restrictions, with 20% released on the Closing Date and 20% released every three months thereafter.

Announcement of Private Placement

As previously disclosed, TrackLoop intends to complete a non-brokered private placement (the “**Private Placement**”) of up to 5,000,000 units (each a “**Unit**”) at a price of \$0.10 per Unit for gross proceeds of up to \$500,000. Each Unit consists of one common share and one common share purchase warrant. Each warrant is exercisable at a price of \$0.15 per share for a term of two years. The Company may also pay finders’ fees in connection with the Private Placement in accordance with the policies of the Canadian Securities Exchange and applicable securities legislation.

The acquisition of ChainTrack will expand and enhance the Company’s existing product line. The Company intends to continue to develop its other businesses and assets, including its digital asset exchange solution, peer-to-peer lending platform, and credit risk analysis application for the digital asset industry.

The acquisition will make TrackLoop the sole provider of analytics and IoT-powered tracking solutions to award winning Volta Air Technologies Inc. ("**Volta Air**"), a delivery vehicle refrigeration solution provider. Integrated with Volta Air's electric transport refrigeration units, TrackLoop will now provide end-to-end cold chain tracking and 3rd party enterprise solutions to some of the leading delivery and logistics players, both in Canada and abroad. Current customers and technology partners include Sustainable Produce Urban Delivery (SPUD.ca), Save-On-Foods, BC Ferries, Canadian Blood Services, and BYD Motors (SZSE: 002594, SEHK: 1211) the world's largest electric vehicle company, whose largest shareholder is Berkshire Hathaway (NYSE: BRK.A).

ChainTrack is currently generating revenue by delivering tracking services to its existing customers. Moreover, ChainTrack expects to sign independent cold chain tracking contracts with mid-stream logistics service providers, dealers and upfitters within food and urban delivery sector. Going forward the company has planned expansion with main grocery chains and will also expand its customer base rapidly via distribution agreements. The main revenue will come from delivery of its Software as a Service (SaaS) tracking platform and which integrates with existing ERP (Enterprise Resource Planning) software solutions through an API.

Zayn Kalyan, CTO of TrackLoop commented, "We are excited to announce the close of this acquisition and we look forward to helping ChainTrack expand their product offering as we diversify our business. In the case of the Cannabis industry many of the companies still rely on paper and faxes as a method of documentation, while the majority of ERP systems don't integrate; ChainTrack's platform solves this problem which presents significant cost savings and efficiencies to the supply chain and expands a client's existing product offering of financial analytics solutions."

Stock Options

The Company also announces that it has granted stock options to officers, directors, employees and consultants to purchase up to 3,300,000 common shares of the Company at a price of \$0.07 per share, exercisable for a period of two years.

The Company paid a finder's fee in the aggregate amount of 1,200,000 units, with each unit comprising one common share and one common share purchase warrant exercisable at a price of \$0.20 per share (the "**Finder's Fee**") to a group of finders upon the closing of the transaction which are subject to a four-month hold period.

About TrackLoop Analytics Inc.

TrackLoop Analytics (TL) is an analytics software company that is leveraging digital asset technology to transform and modernize multiple industries. TrackLoop is taking a diversified approach to the analytics and technology space, delivering practical solutions in the finance, logistics, cannabis, and pharmaceutical industries. The Company's turnkey real-time tracking solutions offer the very latest in IoT and AI, providing valuable data and business intelligence to some of the world's leading brands.

TrackLoop is a publicly-traded company listed on the Canadian Securities Exchange (CSE); trading symbol TOOL (C.TOOL or TOOL.cn). For more information about the company please contact us at 1-778-938-3367.

TrackLoop Analytics Corp.

Zayn Kalyan

CTO

Forward-Looking Information

This news release contains forward-looking information based on current expectations. Statements about the Company's plans and intentions, signing contracts, potential revenues, other potential transactions, the Private Placement, product development, events, courses of action, and the potential of the Company's technology and operations, among others, are all forward-looking information. Forward-looking statements consist of statements that are not purely historical, including any statements regarding beliefs, plans, expectations or intentions regarding the future. Such information can generally be identified by the use of forwarding looking wording such as "may", "expect", "estimate", "anticipate", "intend", "believe" and "continue" or the negative thereof or similar variations. The reader is cautioned that assumptions used in the preparation of any forward-looking information may prove to be incorrect. Events or circumstances may cause actual results to differ materially from those predicted, as a result of numerous known and unknown risks, uncertainties, and other factors, many of which are beyond the control of the Company, including but not limited to, business, economic and capital market conditions; the ability to manage operating expenses, which may adversely affect the Company's financial condition; the ability to remain competitive as other better financed competitors develop and release competitive products; regulatory uncertainties; market conditions and the demand and pricing for products; security threats; relationships with its customers, distributors and business partners; the ability to successfully define, design and release new products in a timely manner that meet customers' needs; the ability to attract, retain and motivate qualified personnel; competition in the industry; the impact of technology changes on the products and industry; failure to develop new and innovative products; the ability to successfully maintain and enforce our intellectual property rights and defend third-party claims of infringement of their intellectual property rights; the impact of intellectual property litigation that could materially and adversely affect the business; the ability to manage working capital; and the dependence on key personnel. TrackLoop may not actually achieve its plans, projections, or expectations. Such statements and information are based on numerous assumptions regarding present and future business strategies and the environment in which the Company will operate in the future, including the demand for its products, the ability to successfully develop software, that there will be no regulation or law that will prevent the Company from operating its business, anticipated costs, the ability to achieve goals. Given these risks, uncertainties and assumptions, you should not place undue reliance on these forward-looking statements.

Factors that could cause the actual results to differ materially from those in forward-looking statements include, failure to obtain regulatory approval, the continued availability of capital and financing, the impact of technology changes on the industry, competition, security threats, consumer sentiment towards TrackLoop's products, services and blockchain technology generally, failure to develop new and innovative products, litigation, increase in operating costs, lack of demand for TrackLoop's products and services, increase in labor costs, failure of counterparties to perform their contractual obligations, government regulations, loss of key employees and consultants, and general economic, market or business conditions. Forward-looking statements contained in this news release are expressly qualified by this cautionary statement. The reader is cautioned not to place undue reliance on any forward-looking information.

The forward-looking statements contained in this news release are made as of the date of this news release. Except as required by law, the Company disclaims any intention and assumes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. Additionally, the Company undertakes no obligation to comment on the expectations of, or statements made by, third parties in respect of the matters discussed above.

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

This news release does not constitute an offer to sell or a solicitation of an offer to buy any of the securities in the United States. The securities have not been and will not be registered under the United States Securities Act of 1933, as

amended (the "U.S. Securities Act") or any state securities laws and may not be offered or sold within the United States unless registered under the U.S. Securities Act and applicable state securities laws or an exemption from such registration is available.