

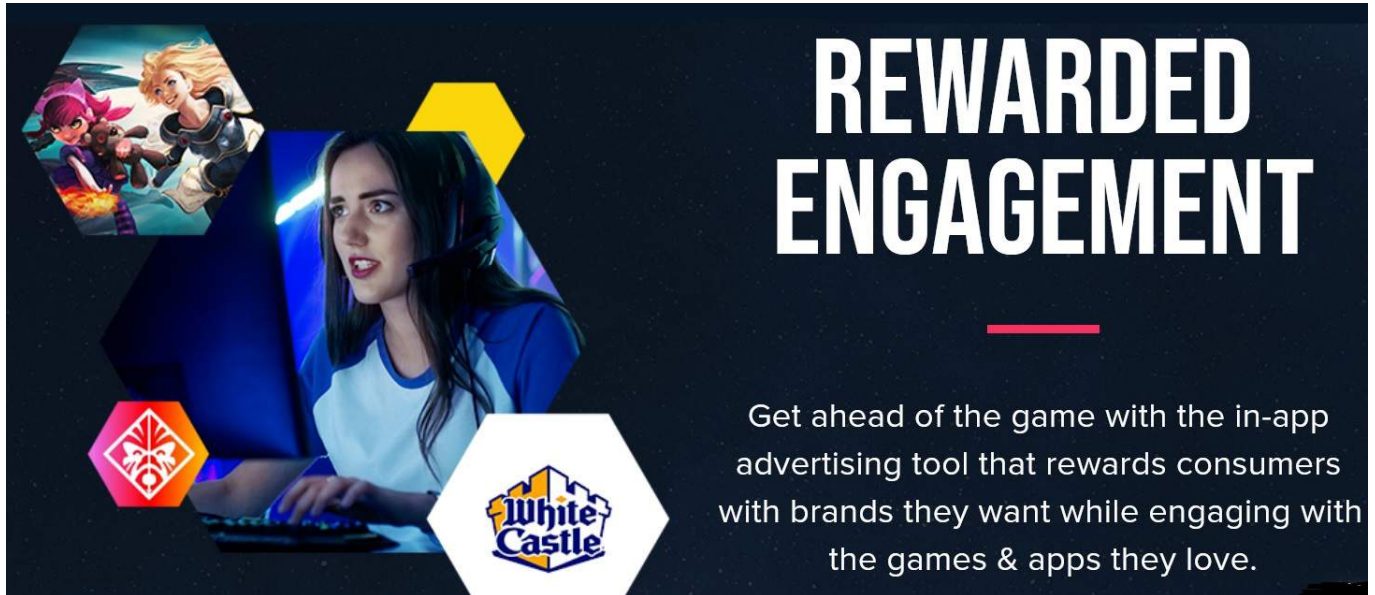
Reveling in the demand for esports, Versus Systems in-game prizing is proving that loyalty wins

Advertising when done correctly and at large scale is a very profitable business, just look at Google and Facebook. The correct way to advertise these days is all about targeting and engagement. That is, targeting the customer based on their likes and interests and then engaging them to view your ad. One of the best ways to achieve this is via prizes or rewards for engagement.

One company is rapidly expanding by partnering with publishers, developers, and creators of games, apps, and other interactive media content to offer real world prizes inside their content. Players, viewers and users can choose from the offered prizes and then complete in-game or in-app challenges to win the prizes. Equally exciting is that the same company is now much more accessible to investors after recently gaining a prized NASDAQ listing. The Company is Versus Systems Inc. (NASDAQ: VS) ('Versus').

Versus has developed an in-game prizing and promotions engine. The Versus promotions engine can be integrated into mobile, console, and PC games, as well as streaming media and mobile apps. Versus' promotions engine works with platform publishers and developers to enhance their platform and rewards users who view ads thereby achieving much greater interest from potential customers.

Versus Systems promotion engine advertising tool rewards consumers who view ads and results in a targeted advertising spend for the advertiser



Source

Announced in Feb. 2021, Versus has teamed up with Xcite Interactive ('Xcite') to bring its real-world prizing software (promotions engine) to live events. Xcite powers interactive experiences for over 50% of NFL, MLB, NHL, and NBA teams. The news release stated (in regards to Xcite):

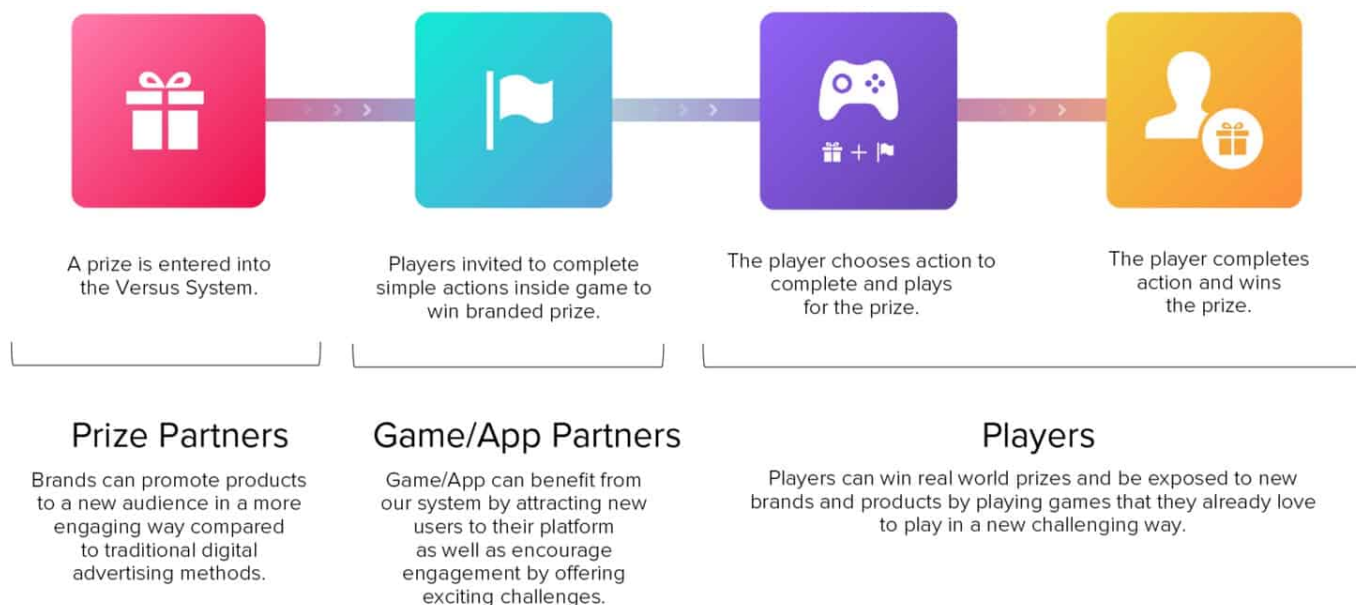
“The interactive media platform has delivered experiential fan engagement for over 150 major sports teams and innovative entertainment partners, broadcasting on television, on OTT services, on custom websites, or on streaming platforms like YouTube and Twitch.....Versus will provide its patented rewards technology for use in both at-home and in-venue projects with Xcite, allowing fans to earn real prizes through Xcite’s platform, which includes gamification through voting, polling, trivia, predictive gaming, and mini-games that fans can play alongside the live event experience.”

This is a significant leap forward for Versus and a way to accelerate exposure and advertising revenues for the companies that choose to use the Xcite platform with the Versus promotions engine, effectively a win-win for both parties.

Sean Hopkins, CEO and Founder of Xcite, stated: “We believe Versus is the ideal technology partner for Xcite.....Our robust

relationships with teams, venues, leagues, and event promoters gives us access to a huge and growing audience of fans, and the Versus Systems technology will enable our event partners to significantly enhance the level of fan engagement.”

Versus promotions engine is a win/win for the advertiser, the game/app partner, and the player/consumer



Source

Other new partnerships with Versus have been announced in March 2021 and include:

- Frias Agency – Frias clients include iconic beverage brands from Constellation Brands, such as Corona, Cerveza Modelo, Cerveza Pacifico, Crush, Kim Crawford, Meiomi, Blue Chair Bay, and Casa Noble. Frias also works with major athletes like Canelo Alvarez and sports promoters like Matchroom Boxing and Premier Boxing Champions. The Versus-Frias Agency partnership expects to extend prizing into live sporting events starting Summer 2021 for soccer, boxing, wrestling and MMA, as well as live music festivals and tours.
- Expanding with existing content partners in Mexico in Q2, 2021 – Versus will be partnering with some of its

existing content partners to launch in Mexico in Q2 of this year.

In other recent news Versus announced both a voluntary delisting from the CSE and a new listing on the highly prized NASDAQ exchange starting mid-January 2021, under the new ticker 'VS'. The NASDAQ listing will help investors to be able to purchase the stock and help Versus to raise further capital to accelerate their expansion. An example of this was Versus' recent US\$11M equity raise.

Closing remarks

Versus continues to make great progress with new developer partners choosing to use their patented in-game prizing and promotions engine. Just in the recent past, Versus has partnered with HP, Xcite, Frias, and their Mexico partners. Should these partnerships prove to be successful then clearly many others will follow.

For investors, it is still a good time to consider Versus Systems as they are just beginning their global commercialization, have only recently gained a NASDAQ listing, and trade on a market cap of just US\$85M. One to follow closely during 2021.