



SNIPP INTERACTIVE INC.

SNIPP ANNOUNCES RESULTS OF ITS ANNUAL GENERAL & SPECIAL MEETING AND ITS FIRST SENIOR SALES HIRE FOR THE EMEA REGION

December 9, 2020

VANCOUVER, BC, CANADA - Snipp Interactive Inc. ("Snipp", the "Company") (TSX-V: SPN; OTCQX: SNIPF), a global provider of digital marketing promotions, rebates and loyalty solutions, announces that it held its annual general and special meeting of shareholders (the "Meeting") on Thursday, December 3, 2020.

Snipp would like to thank its shareholders for their continued support, as all matters that were put before them at the Meeting were approved. Snipp is pleased to announce the re-election of Thomas J. Burgess, Sarfaraz Haji and Atul Sabharwal, to its board of directors (the "Board").

At the Meeting, shareholders appointed Davidson & Company LLP as Snipp's auditor for the ensuing year. Also, at the Meeting, in accordance with the policies of the TSX-V, Snipp obtained disinterested shareholder approval of the Company's amended fixed number stock option plan (the "Option Plan").

For more information on these and other matters voted on at the Meeting, see Snipp's information circular dated October 5, 2020 that is available on Snipp's SEDAR profile at www.sedar.com.

Snipp also announces the hiring of a senior sales executive to expand our sales into Europe, the Middle East and Africa ("EMEA"). Mario Invernizzi joins Snipp as VP of Sales – EMEA to support the Company's increasing growth in the region. He is a dynamic and sales-oriented entrepreneur with 25+ years of expertise in selling and building winning teams within Europe in services companies like Sybase, Microfocus, Tibco, Loyalty Lab, Stellar Loyalty and Cheetah Digital. He brings 10+ years of experience in the Consumer Engagement world and a strong knowledge of enterprise class, SaaS based businesses. Recognized as a strategic leader, with a proven ability to deliver business results in offering and implementing innovative solutions, a fan of the "Challenge Sale" methodology, Invernizzi discovered, defined, sold and supported more than 40 engagement programs in various verticals spanning from CPG, Retail, T&H and Utility. He has a strong aptitude for creating successful partnerships which will lead to a clear path for the future success of Snipp in the EMEA markets.

"We continue to stay focused on our strategy and build on our sales momentum. The growth we are witnessing over the second half of this year has given us the confidence to invest further into sales and marketing. Our Fortune 500 clients continue to provide us the opportunity to work with them in different parts of the world and given about 15% of our revenues have historically come from the EMEA region, making this investment was an obvious next step in our evolution. We look forward to sharing some of these developments as they move into contract over the next few weeks." said Atul Sabharwal, Founder & CEO.

The Company would also like to announce a total grant of 1,500,000 stock options to the board of directors and three officers. The options vest one-half on the grant date and one-half twelve months after the grant date. The options are to be exercisable at a price of C\$0.05 per common share and expire after 5 years.

Visit the Snipp website at <http://www.snipp.com/> for Snipp's full suite of solutions and examples of Snipp programs.

About Snipp:

Snipp is a global loyalty and promotions company with a singular focus: to develop disruptive engagement platforms that generate insights and drive sales. Our solutions include shopper marketing promotions, loyalty, rewards, rebates and data analytics, all of which are seamlessly integrated to provide a one-stop marketing technology platform. We also provide the services and expertise to design, execute and promote client programs. SnippCheck, our receipt processing engine, is the market leader for receipt-based purchase validation; SnippLoyalty is the only unified loyalty solution in the market for CPG brands. Snipp has powered hundreds of programs for Fortune 1000 brands and world-class agencies and partners.

Snipp is headquartered in Vancouver, Canada with a presence across the United States, Canada, Ireland, Europe, and India. The company is publicly listed on the Toronto Stock Venture Exchange (TSX-V) in Canada and is also quoted on the OTC Pink marketplace under the symbol SNIPF.

FOR FURTHER INFORMATION PLEASE CONTACT:

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Cautionary Note Regarding Forward-Looking Statements

This press release contains forward-looking statements that involve risks and uncertainties, which may cause actual results to differ materially from the statements made. When used in this document, the words "may", "would", "could", "will", "intend", "plan", "anticipate", "believe", "estimate", "expect" and similar expressions are intended to identify forward-looking statements. Such statements reflect our current views with respect to future events and are subject to such risks and uncertainties. Many factors could cause our actual results to differ materially from the statements made, including those factors discussed in filings made by us with the Canadian securities regulatory authorities. Should one or more of these risks and uncertainties, such as changes in demand for and prices for the products of the company or the materials required to produce those products, labour relations problems, currency and interest rate fluctuations, increased competition and general economic and market factors, occur or should assumptions underlying the forward looking statements prove incorrect, actual results may vary materially from those described herein as intended, planned, anticipated, or expected. We do not intend and do not assume any obligation to update these forward-looking statements, except as required by law. The reader is cautioned not to put undue reliance on such forward-looking statements.

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