



SNIPP INTERACTIVE INC.

SNIPP INTERACTIVE INC. CROSSES USD \$20MM OF SALES BOOKINGS IN 2021--REPRESENTING 85% GROWTH OVER 2020

December 20, 2021

VANCOUVER, BC, CANADA - Snipp Interactive Inc. ("Snipp" or the "Company") (TSX-V: SPN; OTCPK: SNIPF), a Platform-as-a-Service (PaaS) company in the global loyalty and promotions sector, is pleased to announce that it has crossed a major threshold by booking USD \$20MM in sales in 2021 as of December 17th, representing 85% growth over sales bookings accomplished in all of calendar year 2020. Momentum has remained strong and broad based: sales bookings for the December period were across 16 unique clients that include a Fortune 50 company, two Fortune 500 companies, a Top 5 Market Research Company and other market leaders in their respective industry/categories.

“With two weeks of December still in front of us we are poised to end this quarter and the 2021 financial year with the highest sales bookings in our history which are tracking 85% higher than last year,” said Atul Sabharwal. “These sales bookings continue to add to our bookings backlog for next year and we look forward to sharing the final results in the coming weeks to give our investors a sense of how our unique platform is meeting the needs of our existing customer base as well as the early wins we are seeing as Snipp enters new verticals. Not only has top line grown significantly but given the cash on hand and debt free balance sheet we are positioned well to further take Snipp to new heights in the coming year.”

Note: Sales bookings represent the value of signed client contracts that will be recognized as revenue in both current and future periods in accordance with IFRS principles.

About Snipp:

Snipp Interactive Inc (TSX-V: SPN; OTCPK: SNIPF) is a Platform-as-a-Service (PaaS) company in the global loyalty and promotions sector. Snipp’s proprietary and modular SnippCARE (Customer Acquisition, Retention & Engagement) Platform allows its marquee list of Fortune 1000 Clients and world-class agencies and partners to use various modules of the Platform to run long-term and short-term programs and promotions, while continually generating and capturing unique zero party data that is invaluable in providing insights to drive sales. SnippCHECK, the Platform’s Receipt Processing Module has established itself as the clear industry leader and standard by powering a large majority of all receipt based promotions in North America. SnippLOYALTY, the Platform’s full scale modular loyalty engine allows clients the flexibility of deploying any/all aspects of a standard loyalty program on a case by case basis. SnippREWARDS, the Platform’s modular catalogue of digital and physical rewards provides Clients with global and easily deployable access to an extensive catalogue of digital and physical rewards. SnippWIN, the Platform’s gaming module solves for the implementation and compliance difficulties of offering games of chance and skill on a global basis, and allows for the global deployment and administration of legally compliant games of chance and skill. For more information, visit the Company’s website at www.snipp.com

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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