



**DEEP
MARKIT**

DEEPMARKIT BUSINESS UPDATE

October 26, 2017 – DeepMarket Corp., (“DeepMarket” or the “Corporation”) (TSX-V:MKT; OTCQB:MKTDF) is pleased to provide a business update following the public launch of the DeepMarket platform, a powerful tool for merchants and marketing professionals seeking to generate leads, convert social media audiences into known customers and convert customers into sales.

The DeepMarket platform was very successfully debuted at the Global Retail 2017 Conference in Las Vegas in mid-September where DeepMarket won the pitch contest for best new product/company. This initial roll-out was followed up with attendance at the Shop.org Online Retail Conference in Los Angeles on September 25 - 27 and most recently, with another very successful exhibition at the Seattle Interactive Conference on October 17 - 18, 2017.

Attendance at these key trade shows was the first phase of the Company’s initial marketing plan designed to expose the DeepMarket platform and its unique and powerful games-based advertising and promotions capabilities to the community of marketing professionals and to major brands. From the largest of product brands and leaders in the marketing services industry to savvy new online business operators, the potential of the platform was recognized and appreciated. DeepMarket has achieved excellent initial exposure of the product and has generated hundreds of strong business leads.

Initial product exposure through exhibition at these key trade shows will be followed by direct sales outreach by the DeepMarket sales team to convert our large number of leads into customers.

Promotional campaigns created and operated through deepmarket.com have confirmed the unique capabilities of targeted gamification to dramatically increase email open rates, conversions of social media audiences to identifiable leads and email opt-in rates. Customer campaigns have proved that the incentive marketing component of the DeepMarket platform also helps to convert these leads into sales.

DeepMarket’s first online advertising campaign will start on October 30. The Company will be participating in the Google Advantage Program – an invitation only program offered by Google to provide potential high growth companies access to Google’s own marketing experts to help run their marketing campaigns. DeepMarket was invited to the program in August and has been working directly with Google’s experts to have our marketing campaigns built, optimized and ready to launch.

Work on the Company’s first Shopify app is progressing well and the initial launch of the Shopify app is targeted for mid-November. This app will enable any of Shopify’s 400,000 plus merchants to deploy high quality games for both lead generation and incentive marketing. The Shopify app will be a very cost effective tool, it will be easy to install and will provide a simple interface to create entertaining and effective gamified campaigns.

About DeepMarket

DeepMarket is a gamification technology company inventing new ways to engage consumers and other audiences. The Company’s proprietary platform enables businesses and agencies to create branded games that incentivize customers, thus driving sales, capturing data and generating leads. DeepMarket integrates next-gen gamification engagement mechanics with interactive advertising industry standards to offer marketers an advanced solution suitable for campaigns of all sizes, targeting multiple channels on the web, mobile and social media.

DeepMarkit's shares are listed on the TSX Venture Exchange, trading under the symbol MKT and on the OTCQB trading under the symbol MKTDF. For additional information or to try out our games and see the power of the platform, please visit www.deepmarkit.com

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