

ADCORE

ADCORE ANNOUNCES APPOINTMENT OF NEW CHIEF FINANCIAL OFFICER

TORONTO, ONTARIO – SEPTEMBER 3, 2019 – Adcore Inc. (the “Corporation” or “Adcore”) (TSXV:ADCO), a leading provider of machine-learning powered advertising technologies used by digital agencies and advertisers to enhance and maximize Search Engine Marketing (“SEM”), announces today that, effective September 2, 2019, Yatir Sadot will serve as the Corporation’s new Chief Financial Officer. Mr. Sadot will oversee all accounting and finance functions, while providing strategic recommendations that ensure all financial solutions, support Adcore’s evolving growth strategy, vision and mission.

Mr. Sadot, CPA, is experienced in leading financial strategies, initiating financial solutions to business practices and implementing internal controls for fast-growing technology companies. Mr. Sadot also holds an MBA in Financial Management and Accounting from The Hebrew University.

“We are thrilled to welcome Yatir to Adcore’s senior management team” stated Omri Brill, Adcore’s CEO. “The addition of Mr. Sadot as a full time CFO will contribute greatly to the Corporation’s mission and to the organization as a whole.”

Mr. Sadot will replace Mr. Enrique David Mamber as Chief Financial Officer of the Corporation. Mr. Brill and the rest of the Board would like to thank Enrique for his tireless contributions to Adcore over the years.

ABOUT ADCORE

Adcore is a leading provider of machine-learning powered advertising technologies. Adcore’s suite of solutions empowers digital advertisers with automated solutions to enhance and maximize their Search Engine Marketing (“SEM”). Adcore’s technologies are designed for in-house marketing professionals, freelancers and advertising agencies to scale their SEM activity and maximize their ROI.

By combining extensive industry knowledge and experience with its proprietary artificial intelligence (“AI”) engine, Adcore offers a unique SEM platform. In addition to being named numerous times on Deloitte’s Fast 50 Technology list, Adcore is a certified Google Premier Partner.

Adcore serves hundreds of clients worldwide including: Digital Marketing Agencies, e-Commerce Businesses, Travel, Financial Technology and Gaming Companies and its strength as an agile and leading player in the industry has led to winning the largest online tender to date in Israel, a co-managed 5-year \$125 million contract with the Israel Government Advertising Agency.

Established in 2006 and majority-owned by its founder and CEO, Mr. Omri Brill, the Corporation employs over thirty people in its headquarters in Tel Aviv, Israel and satellite offices in Melbourne, Australia, Toronto, Ontario and Winnipeg, Manitoba.

For more information about Adcore, please visit <https://www.adcore.com/investor>

FORWARD-LOOKING STATEMENTS

This press release contains certain forward-looking statements, including statements about the Corporation. Wherever possible, words such as “may”, “will”, “should”, “could”, “expect”, “plan”, “intend”, “anticipate”, “believe”, “estimate”, “predict” or “potential” or the negative or other variations of these words, or similar words or phrases, have been used to identify these forward-looking statements. These statements reflect management’s current beliefs and are based on information currently available to

management as at the date hereof.

Forward-looking statements involve significant risk, uncertainties and assumptions. Many factors could cause actual results, performance or achievements to differ materially from the results discussed or implied in the forward-looking statements. These factors should be considered carefully and readers should not place undue reliance on the forward-looking statements. Although the forward-looking statements contained in this press release are based upon what management believes to be reasonable assumptions, the Corporation cannot assure readers that actual results will be consistent with these forward-looking statements. These forward-looking statements are made as of the date of this press release, and the Corporation assumes no obligation to update or revise them to reflect new events or circumstances, except as required by law.

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