



NEWS RELEASE

EYEFI Corporate Update: A strong pipeline signals exciting opportunities ahead

SEPT 29, 2021 – Toronto, Canada – EYEFI Group Technologies Inc. (CSE: EGTI) (OTC: EGTTF) is pleased to announce it continues to grow its sales pipeline now reaching over \$35 million in new sales opportunities in Australia and New Zealand.

EYEFI's existing sales channel partners Telstra Corporation Limited (ASX: TLS) and Fujitsu Australia continue to provide access to new customers and sales opportunities across some of Australia's largest corporate customers. EYEFI is also finalizing new sales channel partnerships, including a major global camera manufacturer who will bundle EYEFI's cloud product within their full range of Internet Protocol (or digital video) camera products.

Technology developments capturing real-time interactions and information

EYEFI's core spatial targeting capability, EYEFI SPARC, is also being further deployed ahead of the Australian summer for Bushfire Detection (to be announced in full later this year). Using the technology in bushfire detection ensures that fire authorities can respond quickly to emerging threats and strengthens their opportunity to proactively manage a situation.

Furthermore, following the recent successful beta deployment of SPARC on the iPhone, EYEFI is working towards the commercial release of its Smartphone App and SpatialEye product that will expand EYEFI into new markets and customer verticals.

EYEFI's CEO, Simon Langdon, said "EYEFI SPARC fundamentally changes the way we discover, explore and interact with the world around us. The SpatialEye App which incorporates SPARC technology, will enable users to simply point their Smartphone camera at anything (whether just metres or miles away) and know its exact geographical location, in real-time. This is transformational and we have plans to release this on Drones and UAV's. It can even be embedded in other platforms to be used for autonomous vehicles and autonomous flight.

We see a world where imagery (still images or video) is interactive – EYEFI SPARC enables this so that anyone can make their own discoveries by simply observing something of interest using the Smartphone, or in the near future, by clicking or touching anywhere in a SPARC-enabled image. This IP is highly engaging to use and has positive disruptive implications across many industries and applications."



Understanding the advantages of EYEFI

Investors and Brokers can gain a deeper insight into EYEFI through this [new video](#), where EYEFI's founder and CEO, Simon Langdon provides information on:

1. EYEFI's cutting edge SPARC and product technology
2. EYEFI's business model, growth prospects, and roadmap
3. EYEFI's industry partnerships including special comments from EYEFI Board Advisor and industry veteran, Jeff Sharp (Transurban)
4. How investors and brokers can get involved in the EYEFI journey

Watch the video update today: <https://www.eyefigroup.com/corporateupdatesept2021>

Investors and brokers can contact Mark van der Horst at mark@galecapital.com 604 200-1480 (Cell 604 760-7604)

Sales enquiries can be directed to Michael Consolo, Head of Sales and Marketing for Australia and NZ, on info@eyefi.com.au or on +613 94175777 during business hours (AEST)

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About EYEFI

EYEFI is connecting the world's people and devices with the world around them, in real-time and in ways not previously possible.

EYEFI is a software and electronics engineering company that has developed, patented and commercialized an innovative spatial technology; spatial, predictive, approximation and radial convolution (SPARC) and an associated product suite, that turns sensors, cameras and smartphones (fixed, mobile, airborne, portable or handheld) into geo-target co-ordinate acquisition devices.

EYEFI has also developed IIoT sensor hardware and associated cloud software, as a second pillar within its product offering. EYEFI Cloud is a next generation cloud platform that provides a secure and centralized environment where customers can manage their EYEFI product deployments and applications.

On behalf of the board of directors of **EYEFI GROUP TECHNOLOGIES INC.**

"Simon Langdon"

Simon Langdon, CEO

For more information contact:

Simon Langdon
Chief Executive Officer
EYEFI Group Technologies Inc.

Mark van der Horst
Investor Relations
EYEFI Group Technologies Inc.
Telephone: +1 (604) 760 7604



Email: mark@galecapital.com

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FORWARD LOOKING INFORMATION

This news release contains forward-looking statements and forward-looking information within the meaning of applicable securities laws. These statements relate to future events or future performance. All statements other than statements of historical fact may be forward-looking statements or information.

The forward-looking statements are based on the reasonable assumptions, estimates, opinions and analyses of management made in light of its experience and perception of historical trends in the delivery of services through its Cloud, current conditions, expected future developments and other factors management of EYEFI believes are appropriate, relevant and reasonable in the circumstances at the date that such statements are made. All of these assumptions, estimates and opinions will necessarily be subject to change due to future events and other circumstances outside the control of EYEFI, including the effect of the Covid 19 virus. EYEFI has based the forward looking information on various material assumptions, including: despite the threat of the Covid 19 virus, EYEFI will sustain or increase profitability although on a slower projection than previously planned, and will be able to fund its operations with existing capital and projected revenue from its current agreements with its Channel Partners; EYEFI will be able to attract and retain key personnel in future if required; the general business, economic, financial market, regulatory and political conditions in which EYEFI operates will remain positive as its services can be provided in EYEFI's Cloud although deliver of its hardware may be affect by supply chain disruptions; that the general regulatory environment will not change in a manner adverse to the business of EYEFI; the tax treatment of EYEFI and its subsidiary will remain constant and EYEFI will not become subject to any material legal proceedings; the economy generally; competition, and anticipated and unanticipated costs

Accordingly, readers should not place undue reliance on the forward-looking statements, timelines and information contained in this news release. Readers are cautioned that the foregoing list of factors, assumptions and exclusions is not exhaustive.

The forward-looking statements and information contained in this news release are made as of the date hereof and no undertaking is given to update publicly or revise any forward-looking statements or information, whether as a result of new information, future events or otherwise, unless so required by applicable securities laws or the Canadian Securities Exchange. The forward-looking statements or information contained in this news release are expressly qualified by this cautionary statement.