



# EYEFI GROUP TECHNOLOGIES INC.

## NEWS RELEASE

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### EYEFI SIGNS MAJOR DISTRIBUTOR FOR EYEFI CLOUD CONNECT WITH ANIXTER FOR ASIA PACIFIC REGION

- Anixter is a leading global distributor of network, security, electrical and electronic solutions operating in over 50 countries worldwide
- Initial agreement with EYEFI to cover the Asia Pacific “APAC” Region including Australia (with other regions to follow) offering EYEFI significant sales reach and on-the-ground support

**November 14, 2022 – Toronto, Canada – EYEFI Group Technologies Inc. (CSE: EGTI) (OTC: EGTTF) (“EYEFI”)** is pleased to announce it has signed its first major APAC distributor, Anixter, for the forthcoming launch of EYEFI Cloud Connect creating a significant platform for EYEFI’s sales opportunities and revenue growth.

Anixter is a leading global distributor of network and security solutions, electrical and electronic solutions and utility power solutions. Anixter, part of Wesco International, provides solutions and expertise to help increase profitability, improve productivity and mitigate risk.

EYEFI has been working closely with Anixter ahead of the formal launch on 1 December 2022, and in conjunction with our product partner, Axis Communications, has provided critical feedback enabling EYEFI to further refine the product and commercial offering to ensure its well-positioned for success in the marketplace. A recent Axis press release regarding smarter cities, EYEFI and artificial intelligence is located [here](#).

EYEFI Cloud Connect will be available from 1 December 2022, offering customers an easy way to connect, monitor and manage Axis cameras over the internet. EYEFI Cloud Connect is an entirely cloud-based video service platform and will enable the EYEFI and Axis sales channels with recurring subscription-based revenue, while providing end customers with a reliable and effective monitoring solution for Axis cameras.

EYEFI’s CEO, Simon Langdon, said, “We are excited to have Anixter as the first major distributor for APAC for our EYEFI Cloud Connect product offering. Anixter has a tremendous sales and support footprint throughout APAC and beyond, presenting EYEFI with an excellent opportunity for the uptake of the product. We are looking forward to making this a success for both our organizations and their customers.”

The [EYEFI Cloud Connect](#) subscription-based offering will be available initially via Axis’ vast distributor and partner network across Australia and New Zealand. Axis plans to expand this offering into other major regions around the world, once launched here in Oceania.

More information about EYEFI can be found [here](#).

More information about Anixter can be found [here](#).

More information about Axis Communications can be found [here](#).



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**About EYEFI in detail:**

*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

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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 delivery of its hardware may be affected 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.