

NEWS RELEASE

## Danavation Technologies Announces First Installation of Digital Smart Labels<sup>TM</sup> at True Value Location in New York State

- *Initial installation of Digital Smart Labels<sup>TM</sup> to begin within North Fork True Value location in Jamesport, NY*
- *Completion of installation expected by October 1, 2021*
- *True Value Company is a leading wholesaler of hardline products globally*

Toronto, Ontario, August 24, 2021 – **Danavation Technologies Corp. (CSE:DVN)** ("Danavation" or the "Company"), a Canadian-based Internet of Things (IoT) technology company and provider of micro e-paper displays, today announced our first installation of Digital Smart Labels<sup>TM</sup> in New York state. The North Fork True Value Hardware ("True Value") location in Jamesport, New York will be outfitted with the Digital Smart Labels<sup>TM</sup>, targeted for completion by October 1<sup>st</sup>, 2021 to coincide with the store's grand re-opening. Based on a successful launch, Danavation sees potential opportunity to expand into other True Value locations across the U.S. in the future.

True Value is one of the world's leading wholesalers of hardline products with a globally recognized brand that has been working with independent retailers for over seven decades. True Value has more than 4,500 stores in over 60 countries around the world, 13 regional distribution centers and approximately 2,500 True Value Associates<sup>1</sup>. Offering a flexible model that does not require a membership, True Value carries an expansive product set featuring competitive prices, superior product availability, innovative marketing programs and additional services including eCommerce ship-to-store, store remodel support and True Value University.

"We are very excited to build on our US expansion efforts with a well-known brand like True Value, and to undertake our first installation in the state of New York. Our clean and modern Platform-as-a-Service solution can be seamlessly integrated with True Value's other systems to improve operational efficiencies," said John Ricci, CEO of Danavation. "In addition, the customization features will help the location meet their unique needs, including tailoring to customer preferences, while also eliminating manual processes for updating prices, improving operational efficiencies and modernizing the entire location to align with the new store's streamlined aesthetics."

### About Danavation

Danavation Technologies Corp. is a Canadian-based, Internet of Things (IoT) technology company, providing micro e-paper displays to organizations across North America. The Company's Digital Smart Labels<sup>TM</sup>, powered by IoT automation technology and software Platform-as-a-Service (PaaS), enables companies across various sectors to automate labelling, price, product, and promotions in real-time, enhancing data accuracy and improving performance by removing high labour costs and low productivity associated with traditional labour-intensive workflows. By empowering the adoption of smart retail, smart cities and industry 4.0, our goal is to create a sustainable and profitable business for shareholders while advancing sound environmental, social and governance practices, including by significantly reducing paper usage. Danavation has introduced its solution to retailers across North America, including big box and boutique grocers, while also targeting new markets including healthcare providers, manufacturing, and logistics companies. Learn more about the background of Danavation and our vision for the future on our [website](#). As well, follow us on [LinkedIn](#), [Instagram](#), [Twitter](#) and [YouTube](#) for more updates on how we are transforming the retail landscape.

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<sup>1</sup> <https://www.truevaluecompany.com/About-Us/Company-Overview/The-True-Value-Story>

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**Forward-Looking Information**

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