

NEWS RELEASE

Danavation Technologies Announces Second Installation of Digital Smart LabelsTM for Cataldi Fresh Market in Toronto

Toronto, Ontario, December 2, 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, is pleased to announce the recently completed second installation of our Digital Smart LabelsTM solution into Cataldi Fresh Market ("Cataldi") in Toronto, Ontario.

Second Cataldi Location

We are very pleased to confirm a second installation of our Digital Smart LabelsTM and innovative Platform-as-a-Service ("PaaS") solution into the newest Cataldi location at 2265 Keele Street in Toronto. Since August of 2019, the original Cataldi location in Vaughan, Ontario has been benefitting from Danavation's solution and elected to outfit their newest store in a popular neighborhood in Toronto.

"For Cataldi, there is no better solution to manage our product pricing, ongoing promotions and customer engagement than Danavation's Digital Smart LabelsTM and I encourage Toronto-based investors to visit Cataldi's on Keele Street to see Danavation's labels in action," said co-owner, Tony Cataldi. "As a family-owned grocery business, the automation and technological solutions provided by Danavation are critical to ensuring accurate pricing and affording us the ability to focus on helping customers find exactly what they are looking for."

Since 1989, the Cataldi family has owned and operated grocery stores in Ontario that feature a European touch, and in 1996 began to import Italian specialty products such as olive oils, balsamic vinegars, fancy cuts of pasta, tomato sauce, cookies, along with traditional, Easter and Christmas specialty cakes, as well as other gourmet products available exclusively at Cataldi's.

Invitation to Follow Danavation on Social Media

Danavation's business model is predicated on successful and ongoing installations of Digital Smart LabelsTM into retail and other locations. To that end, as the Company expands the number of individual locations and brands being outfitted, we anticipate evolving our communications over time to provide monthly or quarterly updates of the ongoing 'normal course of business' installations. We encourage investors to continue monitoring our progress which we will communicate via press release, and we also encourage investors and other interested parties to follow interesting developments on our various social media channels, including [LinkedIn](#), [Instagram](#), [Twitter](#) and [YouTube](#).

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 LabelsTM, 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.

For further information, please contact:

John Ricci
President & Chief Executive Officer
hello@danavation.com

Cindy Gray
5 Quarters Investor Relations, Inc.
Tel: 1-403-705-5076 | investors@danavation.com

For media relations / management interview requests:

Mr. Nelson Hudes
Hudes Communications International
Tel: 1-905-660-9155 or nelson@hudescommunications.com

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. More particularly and without limitation, this news release contains forward-looking statements and information relating, the future business of the Company, potential roll outs of the Company's products and services, further business from the Company's clients, industry outlook and potential and other matters. The forward-looking statements and information are based on certain key expectations and assumptions made by management of the Company. Although management of the Company believes that the expectations and assumptions on which such forward-looking statements and information are based are reasonable, undue reliance should not be placed on the forward-looking statements and information since no assurance can be given that they will prove to be correct.

Forward-looking statements and information are provided for the purpose of providing information about the current expectations and plans of management of the Company relating to the future. Readers are cautioned that reliance on such statements and information may not be appropriate for other purposes, such as making investment decisions. Since forward-looking statements and information address future events and conditions, by their very nature they involve inherent risks and uncertainties. Actual results could differ materially from those currently anticipated due to a number of factors and risks. Accordingly, readers should not place undue reliance on the forward-looking statements and information contained in this news release. Readers are cautioned that the foregoing list of factors 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. The forward-looking statements or information contained in this news release are expressly qualified by this cautionary statement.

NEITHER THE CANADIAN SECURITIES EXCHANGE NOR ITS REGULATION SERVICES PROVIDER (AS THAT TERM IS DEFINED IN THE POLICIES OF THE CANADIAN SECURITIES EXCHANGE) ACCEPTS RESPONSIBILITY FOR THE ADEQUACY OR ACCURACY OF THIS RELEASE.