

NEWS RELEASE

## **Danavation Technologies Confirms Full Roll-Out of Digital Smart Labels™ into All 11 Existing Impulsora Stores in Mexico Based on Success of First Installation**

- *Success of Impulsora's first installation of Digital Smart Labels™ leads to full chain roll-out*
- *Full installation to be complete by mid-2023 to all 11 Impulsora locations*
- *Impulsora is Mexico's largest distributor of electrical and lighting equipment*

Toronto, Ontario, November 30, 2022 – **Danavation Technologies Corp. (CSE:DVN, OTCQB: DVNCF)** ("Danavation" or the "Company"), the only North American-founded and headquartered technology company providing micro e-paper displays, is pleased to announce that, through our partnership with Unoretail, a marketing and distribution provider of networking and Point-of-Sale systems to retailers in Mexico, we have secured a full roll-out of our Digital Smart Labels™ into all 11 remaining Impulsora locations, and three anticipated new locations once those become operational. This full roll-out follows the success of our initial installation announced on [December 29, 2021](#) and is expected to be complete in all locations by mid-2023. Due to competitive reasons, specific financial details have not been disclosed.

"We are very excited to extend our relationship with Impulsora, who have realized tangible benefits from using our Digital Smart Labels™ in their first location, which drove their decision to complete a full rollout to all existing 11 stores across Mexico," said John Ricci, CEO of Danavation. "This brand-wide expansion represents another key milestone and validation of our strategy as outlined in our [October 18, 2022](#) corporate update release. We look forward to building on this momentum with further coming installations, partnerships and deployments of our Digital Smart Labels™ into new brands, verticals and geographies."

Impulsora is Mexico's largest distributor of electrical and lighting equipment and began operations in 1954, offering products of low and high voltage electrical equipment and material from the most recognized brands in the electrical and hardware industry, such as 3M, PHILIPS, WD-40, and BURNDY. They have a large and fast-moving inventory with more than 100,000 square metres of warehouse space located throughout Mexico. With 510 employees, Impulsora reported US\$129.3 million in sales in 2019<sup>1</sup>.

### **Impulsora's Path to Success:**

1. Small pilot installation completed within an initial Impulsora location, which included full integration with their enterprise resource planning system;
2. Full-store installation in the initial location featuring thousands of additional labels deployed;
3. Full location roll-out of Digital Smart Labels™ into all 11 existing Impulsora stores; and
4. Entire Impulsora network outfitted with Digital Smart Labels™ running Danavation's Platform-as-a-Service ("PaaS") technology.

---

<sup>1</sup> <https://www.dnb.com/business-directory/company-profiles/impulsora-industrial-monterrey-sa-de-cv.e8526c4d393debf9ce5fdc52647467.html>

## About Danavation

Danavation Technologies Corp. is the only North American-founded and headquartered technology company providing Digital Smart Labels™ and a software Platform-as-a-Service (PaaS) solution that enables companies across various sectors to automate labelling, price, product, and promotions in real-time. Danavation's Digital Smart Labels™ enhance data accuracy and improve performance by removing high labour costs and low productivity typically associated with traditional labour-intensive workflows. 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](mailto:hello@danavation.com)

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

### Investor Relations - United States

Trevor Brucato, Managing Director  
RBMG - RB Milestone Group LLC  
New York, NY & Stamford, CT  
[danavation@rbmilestone.com](mailto:danavation@rbmilestone.com) | [www.rbmilestone.com](http://www.rbmilestone.com)

### For media relations / management interview requests:

Mr. Nelson Hudes  
Hudes Communications International  
Tel: 1-905-660-9155 or [nelson@hudescommunications.com](mailto: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.**