

## NEWS RELEASE

# Danavation Technologies Announces Installations of Digital Smart Labels™ into Two Greco's Fresh Market Locations and One Nature's Emporium Location

- *Nature's Emporium installation represents first of up to seven potential locations across southwestern Ontario*
- *Full roll-out to both of Greco's Fresh Market locations in Ontario*
- *Contracts demonstrate further market share capture within the retail foods vertical*

Toronto, Ontario, May 17, 2023 – **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, today announces two new contract signings for a total of three installations due to be complete by end of summer.

"We're very pleased to confirm that Danavation has secured two new brands in the retail food market and in particular, high-quality and family-owned businesses such as Nature's Emporium and Greco's Fresh Market," said John Ricci, CEO of Danavation. "Once outfitted with our Digital Smart Labels™, we believe both retailers will benefit from reduced time spent on tedious labelling tasks, positively impacting operational efficiencies as well as the financial performance of each location. We are also excited about the prospect of potentially expanding our relationship with Nature's Emporium to secure further installations into their remaining six locations in the future."

### Nature's Emporium Installation

Danavation is pleased to be outfitting the first of up to seven Nature's Emporium locations in Ontario with its Digital Smart Labels™, building on the Company's previous installations within the retail foods segment that includes brands such as Sobeys, Cataldi, Palma Pasta, Colemans Foods, and Rabba, to name a few. This first Nature's Emporium installation is expected to be completed by the end of summer and depending on success, could lead to Natures Emporium outfitting an additional six locations with Danavation's Digital Smart Labels™.

Founded in 1993, Nature's Emporium is a leading health food market with four locations in Ontario, Canada and two more opening before the end of 2023. As part of its mission to offer customers a wide variety of natural health foods, products, and essentials, Nature's Emporium stocks a vast array of SKUs (stock keeping units) including natural and organic foods, vitamins, supplements, gluten-free offerings, traditionally raised grass-fed meats, natural skin care, cosmetics, home supplies and sustainable, eco friendly clothing. With Danavation's Digital Smart Labels™, Nature's Emporium anticipates benefitting from being able to redirect staffing efforts from manual price updates at the shelf, to engaging with customers and enhancing the overall shopping experience. Further, by deploying Danavation's Digital Smart Labels™, Nature's Emporium can leverage instantaneous updating of products and pricing which enables more frequent product specials and promotions to serve their thousands of new and existing daily customers more efficiently.

### Greco's Fresh Market Installations

The Company is pleased to confirm a full roll-out of Digital Smart Labels™ for both locations of Greco's Fresh Market in Thornhill and Richmond Hill, Ontario, further expanding Danavation's reach into the retail food segment. Greco's Fresh Market offers a wide selection of high-quality fresh meat, produce, deli, bakery, and prepared foods, with each department offering a wide selection that caters to the conventional and natural food shopper. The first location is expected to be outfitted with Danavation's Digital Smart Labels™ by mid to late summer 2023, followed by the second.

Behind Greco's success lies tradition, quality, and freshness that was built on a legacy of providing the highest calibre produce. After nearly 100 years and four generations, this commitment to quality remains a core philosophy for the Greco family, who continues to handle all of their own product selection, ensuring the continued success of the family business by refusing to sacrifice on quality.

## 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.

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