

Qples by Fobi Signs New Reseller Agreement with bBIG Communications Inc.

bBIG signing helps expand Qples' reseller network and represents a significant opportunity for Fobi to digitally transform the US military market.

VANCOUVER, BRITISH COLUMBIA, CANADA, March 7, 2023

/EINPresswire.com/ -- Fobi AI Inc. (FOBI:TSXV) (FOBIF:OTCQB) (the "Company" or "Fobi"), an industry leader in harnessing AI and data intelligence to enable digital

transformation, is pleased to announce that Qples by Fobi has signed a new reseller deal with bBIG Communications Inc. bBIG is a full-service agency that offers customized marketing and media solutions and is a Chief Marketer 200 top marketing agency for five years in a row. bBIG works with many global Tier 1 CPG brands, including Kraft Heinz, Mondelez, and Red Bull, who

currently use bBIG services for traditional promotional and coupon campaigns, but will now be able to utilize the Qples coupon platform for both print-at-home coupons and the new AI (8112) Universal Digital Coupons.

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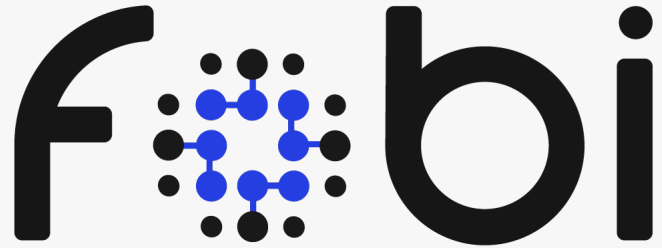
We are very focused on accelerating the expansion of the Qples platform and this signing of our reseller agreement with bBIG is a tremendous win-win.”

*Rob Anson, CEO and
Chairman of Fobi*

bBIG has been involved in the couponing industry for over 25 years and offers specialized savings and consumer promotions directly to the 1.4m active U.S. military on duty, and the 16.5m retired military families worldwide. As military organizations, communities, and resources become increasingly automated, this agreement with bBIG

opens up several new, significant opportunities for Fobi to deliver additional digital solutions to the military market. For example, Fobi's digital verification platform, AltID, can be used to securely verify military membership for each individual and their families, and provide wallet passes as a way to increase the security of shared cards and help prevent identity fraud overall.

NEW RESELLER AGREEMENT DRIVES ENHANCED VALUE FOR QPLES ALONGSIDE EXISTING AFFILIATE PARTNERSHIP



Qples has an existing business relationship with bBIG as an affiliate partner, with Qples coupons available for print on the agency's exclusive military online savings site, MyMilitarySavings.com. Through the Qples Affiliate Marketing platform, partners like bBIG enable Qples to resell coupon prints through affiliate websites and social platforms, driving additional revenue for Qples through the increased number of coupon prints and clips generated.

QPLES RESELLER DEAL WITH bBIG LEADS TO ADDITIONAL AGREEMENT AS A REFERRAL PARTNER FOR PASSCREATOR BY FOBI

On February 28th, 2023, Fobi and bBIG signed a referral partnership with the company's Wallet Pass platform, Passcreator. This partnership provides Fobi with a significant opportunity to expand its Passcreator customer base to various bBIG clients and partners. bBIG also aims to use Fobi's digital ID verification solution, AltID, to ensure customers are verified members of the military and their families.

Mark Igo, Chief Operating Officer of bBIG Communications, states: "We are thrilled to announce this new reseller partnership with Qples, having already established a key relationship together as an affiliate partner. As the coupon industry continues to shift toward the 8112 digital format, the Qples platform is helping us better support our CPG brand clients and enhance their promotional offerings to their own customers."

Rob Anson, CEO of Fobi, states: "We are very focused on accelerating the expansion of the Qples platform and this signing of our reseller agreement with bBIG is a tremendous win-win."

bBIG has a solid 25+ year track record and their list of top-tier clients speaks for itself. The additional Passcreator deal with bBIG also presents a great opportunity for Fobi to potentially deliver more mobile-first platforms and solutions to the U.S. military community, such as our digital verification solution AltID. This agreement provides us with a very large opportunity here with the U.S. military services market, which I believe can be successfully repeated globally."

For more information on 8112 Digital Coupons, please visit the [Qples Website](#).

This press release is available on the [Fobi website](#).

To download the Fobi Investor Experience Wallet Pass to get enhanced access to investor information about Fobi, please visit [the download page](#).

About bBIG Communications Inc.

bBIG Communications Inc. offers customized marketing and media solutions that are rooted in the foundation of helping its clients win. We help companies maximize engagement and sales through integrated marketing and media campaigns that encompass all elements of the marketing mix from strategy and innovation to consumer activation. For more information, visit

<https://bBIGcommunications.com/>.

About Fobi

Founded in 2017 in Vancouver, Canada, Fobi is a leading AI and data intelligence company that provides businesses with real-time applications to digitally transform and future-proof their organizations. Fobi enables businesses to action, leverage, and monetize their customer data by powering personalized and data-driven customer experiences and drives digital sustainability by eliminating the need for paper and reducing unnecessary plastic waste at scale.

Fobi works with some of the largest global organizations across retail & CPG, insurance, sports & entertainment, casino gaming, and more. Fobi is a recognized technology and data intelligence leader across North America and Europe, and is the largest data aggregator in Canada's hospitality & tourism industry.

For more information, please visit <https://www.fobi.ai/>.

Forward-looking statements:

This news release contains certain statements that constitute forward-looking statements or information, including statements regarding Fobi's business and technology; the ability of Fobi to engage with industry participants to achieve its goals; the development of Fobi's technology; and the viability of Fobi's business model. Such forward-looking statements are subject to numerous risks and uncertainties, some of which are beyond Fobi's control, including the impact of general economic conditions, industry conditions, competition from other industry participants, stock market volatility, and the ability to access sufficient capital from internal and external sources. Although Fobi believes that the expectations in its forward-looking statements are reasonable, they are based on factors and assumptions concerning future events which may prove to be inaccurate. Those factors and assumptions are based upon currently available information. Such forward-looking statements are subject to known and unknown risks, uncertainties, and other factors that could influence actual results or events and cause actual results or events to differ materially from those stated, anticipated, or implied in the forward-looking statements. As such, readers are cautioned not to place undue reliance on the forward-looking statements, as no assurance can be provided as to future results, levels of activity, or achievements. The forward-looking statements contained in this news release are made as of the date of this news release and, except as required by applicable law, Fobi does not undertake any obligation to publicly update or to revise any of the included forward-looking statements, whether as a result of new information, future events or otherwise. The forward-looking statements contained in this document are expressly qualified by this cautionary statement. Trading in the securities of Fobi should be considered highly speculative. There can be no assurance that Fobi will be able to achieve all or any of its proposed objectives.

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