

UPI Announces Change in Leadership at Xemoto Media Ltd. Following the Announcement of a Binding Letter of Intent to Acquire the Company

Toronto, ON, Canada – Universal PropTech Inc. (TSXV: UPI) (the "**Company**" or "**UPI**"), following its press release on September 27, 2023, regarding its binding letter of intent to acquire Xemoto Media Ltd. ("**Xemoto**"), is pleased to provide the following update on a change in leadership at Xemoto.

Virginia Brailey, who was appointed as chief executive officer ("**CEO**") of Xemoto in November 2021, has decided to resign to pursue a new opportunity. Ms. Brailey successfully led platform and service development, as well as the launch of commercial sales, achieving significant revenue growth for Xemoto since its inception.

"On behalf of Xemoto's board of directors (the "**Board**"), I would like to express our deep appreciation for Virginia's dedication and contribution to building and driving Xemoto's business," said Adam Szweras, co-chair of Xemoto. "Her tireless efforts spearheading commercial sales and catalyzing substantial revenue growth have laid a solid foundation for further growth. We wish her continued success in her future endeavours."

With this transition, the Company is delighted to announce the appointment of Brandon Mina as the new CEO of Xemoto, effective immediately. Mr. Mina is an accomplished business leader and a dynamic marketing executive with a diverse entrepreneurial background. Mr. Mina has an impressive track record of driving growth across various industries, including insurance, technology, e-commerce, and entertainment.

"Mr. Mina's expertise in crafting effective marketing strategies, combined with his values-driven leadership style and proven ability to innovate and drive positive business outcomes, make him an ideal choice to lead Xemoto forward," said Mr. Szweras.

"Xemoto has a truly unique and timely offering that has the potential to change the way companies engage with influencers and use this leverage to reach sizeable and highly responsive audiences" said Mr. Mina. "I am both honoured and grateful to lead Xemoto through this exciting new chapter, and I thank the Board for their continued support and confidence. I am eager to get to work with our talented team to help drive further growth, expand our digital offerings, and deliver value to our clients and stakeholders."

Prior to joining Xemoto, Mr. Mina led a consultancy firm where he used innovative media and marketing strategies to empower leaders to achieve growth. Utilizing insightful strategic planning, unique marketing tactics, and unparalleled execution, Mr. Mina was able to develop and implement highly effective strategies that created significant value for the agency's clients. His experience includes roles such as founder and CEO of PIRATE CREATIVE CO. and chief marketing officer at KAIZOKU CO. and MOTION 20.

"After an extensive global search, we are thrilled to welcome Mr. Mina as the new leader of Xemoto," added Mr. Szweras. "Given his impressive track record, we are confident in Brandon's ability to take Xemoto to the next level and ensure its seamless integration into the UPI family. We eagerly anticipate exciting new developments under Brandon's leadership, while maintaining focus on expanding our core business and accelerating growth."

About Xemoto Media

Xemoto Media Ltd. is a performance technology company providing digital media and influencer marketing solutions to clients in investor communications, financial services, healthcare, B2B and B2C. Xemoto's innovative platform hosts over 400 influencers across 825 social media channels with a reach of over 90 million followers. Xemoto's easy-to-navigate and fully-automated platform facilitates meaningful partnerships with compliance-savvy influencers to deliver a strong return on investment for clients. Providing data-driven insights, agile solutions and real-time analysis of campaign performance, Xemoto enables businesses to execute campaigns with efficiency and confidence.

For more information, visit: www.xemotomedia.com or follow Xemoto Media on [Facebook](#), [Instagram](#), [LinkedIn](#), [TikTok](#), and [X](#).

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