



SNIPP INTERACTIVE INC.

SNIPP INTERACTIVE ANNOUNCES NEW SALES HIRING TO SPUR GROWTH

September 3, 2020

VANCOUVER, BC, CANADA - Snipp Interactive Inc. ("Snipp" or the "Company") (TSX-V: SPN; OTCQK: SNIPF), a global provider of digital marketing promotions, rebates and loyalty solutions, announces the hiring of two new senior sales resources.

Derek Watkins joins Snipp as Head of North American Sales. He brings 20 years of experience in global sales and Agile Business Process Management methodology. His track record of driving growth and new client acquisition for SaaS companies is unparalleled. He will drive Snipp's next phase of business development, sales and client retention initiatives. He will also provide strategic direction to advance Snipp's loyalty business by identifying market opportunities and expansion into new industries. In his last role, as Director of Growth and Head of Sales Development, Watkins led a team to double the company's average contract value and to establish a strong strategic partner network from Ecomm platforms, ESP, SI's, and more. Watkins will also tap into Snipp's global footprint of resources to drive growth for Snipp, building on his past success of mobilizing sales teams in North America, the United Kingdom, India and Australia.

Scott Hawkyard joins Snipp as SME Sales & Strategy - Loyalty Solutions for North America. He is an industry veteran in the Loyalty space with a deep understanding and experience of the landscape and challenges associated with this industry. Hawkyard brings over 25 years of direct experience in Mid-market and Enterprise sales. These experiences have enabled him to be involved in selling over 90 Loyalty Programs across B2B, B2C, eCommerce and Multichannel brands both as player and coach. Hawkyard specializes in producing long term recurring sales from clients and will focus on helping Snipp build out such revenue streams from across the Loyalty ecosystem.

"We are excited by the investments we are slowly but steadily making in Sales and Marketing. We are finally at a point where we can start making these investments from our own accruals. Over the last few years, we have focused on making investments in our technology both through internal development as well as through external point acquisitions. That journey has taken us on a product journey that started with what is now our industry leading SnippCheck engine that analyses data on an image like a shoppers receipt and/or distributors invoice; to what is now a comprehensive Customer acquisition and retention platform that is enabling our clients to generate unique first party data that drive intelligent decisions for their business. In this journey we have been supported by many Fortune 500 clients that continue to invest in larger programs on our platform and who are integrating us more deeply into their systems as well as business units. We hope to continue investing in our sales and marketing initiatives and will be announcing a series of illustrative 'wins' to outline how our sales and marketing efforts are resulting in new industries, geographies and client types that we are beginning to support." said Atul Sabharwal, Founder & CEO.

About Snipp:

Snipp is a global loyalty and promotions company with a singular focus: to develop disruptive engagement platforms that generate insights and drive sales. Our solutions include shopper marketing promotions, loyalty, rewards, rebates and data analytics, all of which are seamlessly integrated to provide a one-stop marketing technology platform. We also provide the services and expertise to design, execute and promote client programs. SnippCheck, our receipt processing engine, is the market leader for receipt-based purchase validation; SnippLoyalty is the only unified loyalty solution in the market for CPG brands. Snipp has powered hundreds of programs for Fortune 1000 brands and world-class agencies and partners.

Snipp is headquartered in Vancouver, Canada with a presence across the United States, Canada, Ireland, Europe, and India. The company is publicly listed on the Toronto Stock Venture Exchange (TSX-V) in Canada and is also quoted on the OTC Pink marketplace under the symbol SNIPF.

FOR FURTHER INFORMATION PLEASE CONTACT:

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