



## **Intema adds experienced executive to its management team**

**Montreal, Quebec, Canada, October 8, 2019** - Intema Solutions Inc. (“Intema” or the “Corporation”) (TSXV: ITM.H, OTCMKTS: ITMZF), developer of [eflyermaker.com](http://eflyermaker.com), is pleased to announce the hiring of Daniel Drouet for the newly created position of Vice President, Products. Mr. Drouet’s role will mainly consist of positioning [eflyermaker.com](http://eflyermaker.com) and [matcheranalytics.com](http://matcheranalytics.com), Intema’s leading AI-driven products for the growing global permission-based email marketing sector.

Daniel Drouet has been deeply involved with tech startups as an entrepreneur, investor and mentor for over 15 years. He has broad management experience with particular expertise in product management, software development and venture financing. He has conceived and overseen the delivery of numerous software products and IT services and founded several software companies, as well as Canada’s most active tech-focused venture capital fund. An engineer by training, he spent several years designing networks and providing consulting services to telecom operators across North America, Africa and the Middle East. Daniel holds degrees in both Economics and Electrical Engineering from McGill University.

“We are excited that Daniel has agreed to join our team,” said Laurent Benezra, President and Chief Executive Officer of Intema. “His expertise in product management and his solid track record in the technology space will bolster our product team, realigning and improving our freemium SAAS offering. Working with our CTO, we will position Intema products to capitalize on our unique offering proposition in the AI and email marketing space.”

Intema has also granted 1,000,000 stock options of the Corporation to Mr. Drouet pursuant to the Corporation’s stock option plan, with an initial 250,000 options vesting on March 7, 2020, and the remaining tranches of 250,000 options, to vest on the same date over the following three years. The stock options have an exercise price of \$0.12 per share and will expire in 5 years.

### **About Intema Solutions Inc.**

Intema’s mission is to be the world’s premier digital marketing platform. The Corporation has been simplifying and optimizing the online marketing activities of medium and large companies through innovative technologies and cutting-edge expertise for over 20 years. A Canadian leader in permission-based email marketing, Intema provides a wide range of products and services, including AI predictive marketing and SMS marketing, as well as related professional services. For more information, please visit our corporate website at [intema.com](http://intema.com) and our product websites [eflyermaker.com](http://eflyermaker.com) and [matcheranalytics.com](http://matcheranalytics.com).

### **Forward-looking statements**

This press release may contain “forward-looking statements”. All statements in this press release other than statements of historical facts, including, without limitation, those regarding the projected financial performance of the Corporation; expected development of the Corporation’s business and projects; execution of the Corporation’s vision and growth strategy; sources and availability of financing for the Corporation’s projects; renewal of the Corporation’s current customer, supplier and other material agreements; and future liquidity, working capital and capital requirements are forward-looking statements. Although the forward-looking statements in this press release are based upon what management of the Corporation believes are reasonable assumptions, there can be no assurance that they will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. The Corporation undertakes no obligation to update forward-looking statements except as required by applicable securities laws. The reader is cautioned not to place undue reliance on forward-looking statements.

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### **For more information:**

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