

Intema and SqueezeCMM form strategic martech partnership for cross-platform analytics and advanced email deployment

- *Marketing technology companies join forces to offer an enhanced, complementary service offering to a larger customer base*
- *New potential market opportunity for Intema as SqueezeCMM's major market and most of its customers are in the United States*
- *Partnership to generate new revenue stream*

Montreal, Quebec, Canada, November 27, 2019 - Intema Solutions Inc. ("Intema" or the "Corporation") (TSXV: ITM, OTCMKTS: ITMZF), makers of [eFlyerMaker.com](https://www.eflyermaker.com), an email platform with built-in compliance and content creation suites, and **SqueezeCMM**, an award-winning technology platform and professional services agency that tracks user behaviour and content marketing performance, announced a strategic partnership today that will include analytics integration and a single source for email, social and advertising performance, regardless of publishing platform.

"The combined offering is a win-win for both our companies, giving both access to the Canadian and US markets and offering our customers complementary technologies and service solutions," said Laurent Benezra, President and CEO of Intema. "For the first time, marketers will be able to cost-effectively measure their digital marketing efforts through our combined service offering. We could not be more excited to offer advanced analytics via SqueezeCMM's platform-agnostic data layer to the 18,000 customers currently using the eFlyerMaker email platform. We believe that this new partnership will attract customers seeking innovative, leading-edge marketing technology tools and could generate a new revenue stream in the coming quarters."

The strategic partnership includes a combined sales approach in key vertical markets through the incorporation of the SqueezeCMM data layer into eFlyerMaker. "We love the eFlyerMaker platform and so do our customers – from beautiful templates and Photoshop-like editing capabilities to advanced list management and segmentation capabilities powered by a sophisticated machine-learning engine. It's easy to use, yet also satisfies the requirements of even the most demanding customers," said Jen Evans, CEO of SqueezeCMM. "We're also excited about applying Intema's advances in AI to our already vast dataset and retargeting capabilities."

Customers who sign up for eFlyerMaker will now have access to SqueezeCMM's multi-platform analytics engine. "SqueezeCMM's taxonomy and retargeting capabilities make it one of the most configurable, cost-effective martech analytics solutions on the market," said Kat Dodds, CEO of Hello Cool World and winner of the 2019 BC Achievement Community Award. "eFlyerMaker is

the first email platform I've used that checks all the boxes, from compliance to design and list management. We're excited to see how having all our digital marketing data in one place affects our budget decisions, and where this partnership can take our marketing!"

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 and our product websites eFlyerMaker.com and matcheranalytics.com.

About SqueezeCMM

SqueezeCMM is a multiple award-winning audience behaviour and content analytics platform. Based in Toronto, past winner of the SAP Startup Award, CIX Top 20 and Metabridge 15 most promising startups in Canada, the company is now rated in the top 5 content analytics platforms by G2 sqz.co/g2crowd. Customer verticals include agencies, political parties, and technology companies. For more information, please visit squeezeecmm.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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