



AdRabbit extends partnership with TikTok

March 31, 2022 – AdRabbit Limited (TSXV:RABI / ASX:RAB) ("AdRabbit" or the "Company"), a digital advertising and marketing AI platform for SMBs, today announced the extension and expansion of their partnership with TikTok, the global video-focused social networking service.

As part of the expanded partnership, TikTok will now provide AdRabbit with increased access to its network of small and medium-sized business customers. TikTok will utilize a new set of algorithms to identify and acquire a larger number of long-term small and medium-sized business customers for AdRabbit, more accurately and at a lower cost. The partnerships program will also include a detailed media plan, optimization session and recurring communication and support from TikTok's performance team, creative sessions and incentives, access to new features and betas.

The partnership initially began in December 2020 and has been mutually beneficial for both companies as well as those small and medium-sized businesses that wants to leverage TikTok to reach more end-customers faster.

"The expansion of our partnership with TikTok paves the way for a new audience of SMBs who will have access to AdRabbit's full offerings and help TikTok SMBs grow their business," says Max Bluvband, CEO of AdRabbit. "This will enable us to have a wider reach, improve what we bring our customers, and delivering more affordable digital marketing solutions to all."

More information on the AdRabbit platform can be found [here](#).

AdRabbit's download site can be found [here](#).

About AdRabbit

AdRabbit develops an AI-based advertising and marketing platform for small and medium companies that enables them to run automated large-scale advertising and marketing campaigns both online and on social media, including top-tier networks such as Facebook.



The AdRabbit platform provides a complete advertising cycle, from ad design and creation, budget and channel recommendations, analytics, and campaign management, to the lead funnel.

The AdRabbit platform is accessible as a mobile application on iOS and Android.

Effective February 7th, 2022, AdRabbit's ordinary shares commenced trading on the TSX Venture Exchange under the stock symbol "RABI".

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This announcement has been approved and authorized for release by Max Bluvband, AdRabbit's CEO.

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The information in this news release includes certain information and statements about management's view of future events, expectations, plans and prospects that constitute forward looking statements. These statements are based upon assumptions that are subject to significant risks and uncertainties, including those "Risk Factors" contained in the Listing Application of the Company dated November 15, 2021 and available at www.sedar.com. Forward looking statements in this news release include, but are not limited to, the anticipated benefits and results of the expanded partnership, and the expected increase to the Company's network of small and medium-sized business customers. Because of these risks and uncertainties, the actual results, expectations, achievements or performance may differ materially from those anticipated and indicated by these forward-looking statements. Although the Company believes that the expectations reflected in forward looking statements are reasonable, it can give no assurances that the expectations of any forward-looking statement will prove to be correct. Except as required by law, the Company disclaims any intention and assumes no obligation to update or revise any forward-looking statements to reflect actual results, whether as a result of new information, future events, changes in assumptions, changes in factors affecting such forward looking statements or otherwise.