

## **DEAL**

Loop (hardware technology) to acquire Digital2GO Media Networks (software platform) by the issuance of 554,166 common shares at a value of \$199,500.

## **INTEREST**

This acquisition stood out to me because this is a good example of a technology company with IoT hardware technology acquiring a technology company with a software platform, in order to expand. Loop Insights' unique IoT device, Fobi, enables data connectivity across online and on-premise platforms to provide real-time, detailed insights and automated, personalized engagement. While, Digital2GO Media Networks operates as a platform as a service company that provides contextual engagement, audience segment targeting, branding, and mobile marketing services. This way Loop Insights has the device and its own platform.

## **TERMS OF THE DEAL**

In consideration for the purchase and sale of the Purchased Assets, Loop will pay to, or to the direction of, the Vendor \$199,500 payable by the issuance of 554,166 common shares in the capital of Loop ("Payment Shares") at a deemed price of \$0.36 per Payment Share upon the date of closing of the Acquisition ("Closing Date"), subject to the Escrow Conditions (as defined below). 100% of the Payment Shares (being 554,166 Payment Shares) shall be released from escrow on the date that is six (6) months and one (1) day following the Closing Date. Terms of the agreement will be subject to approval by both Locally and Loop Insight's board of directors as well as regulatory and TSXV approval.