



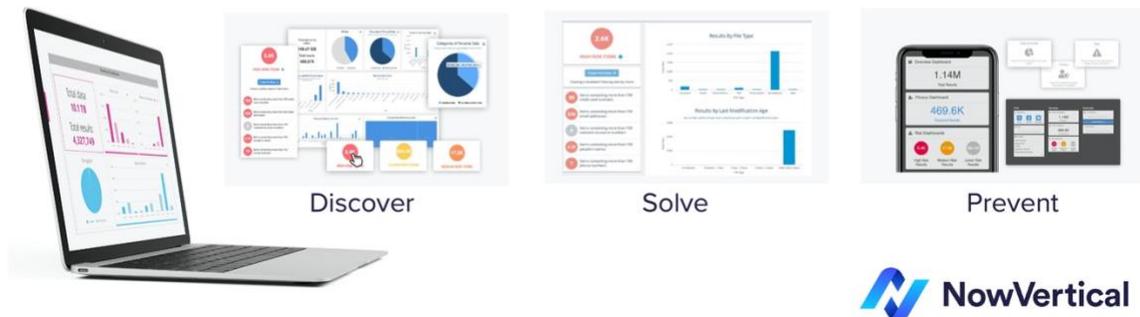
NowVertical Group Announces Expansion and User Experience Enhancements to NOW Privacy Platform

TORONTO, Ontario – August 29, 2022, NowVertical Group Inc. (TSX-V: NOW) (“NOW” or the “Company”), a big data, analytics and vertical intelligence (“VI”) software and solutions company, is pleased to announce an update to its NOW Privacy (“Privacy”) offering, extending functionality to enhance data search capabilities, out of the box data connections and overall ease of use.

The global data privacy software market is projected to grow from \$2.4 billion in 2022 to \$25.9 billion by 2029, at a CAGR of 40.8%¹. Staying in compliance with data privacy regulations and keeping data accurate are two of the biggest concerns facing organizations today. NOW’s Privacy platform is well positioned to continue gaining market share across the banking, healthcare, pharmaceutical and defense industries, building upon existing long-standing leading enterprise customers, including Lloyds Banking Group, Saga, General Electric Healthcare, GlaxoSmithKline, and Arrow Global.



A single data discovery platform. Ultimate visibility across your structured and unstructured information.



NOW Privacy’s release V4.5.5 improves data discovery and access with:

- Better, more user-friendly search capability
- Enhanced connections to Windows file shares
- Faster connector development for new data sources and types

“The most recent NOW Privacy release reflects the unique resources we can bring to bear by consolidating powerful technology and teams like former DocAuthority and Exonar Reveal. By empowering customers with the NOW Privacy platform, risk mitigation and compliance become more

¹ Source: <https://www.fortunebusinessinsights.com/data-privacy-software-market/>



than a stand-alone process. It becomes a jumping-off point for a vertically intelligent data governance program across an entire data estate.” said Farid Kassam, President of NOW Origin.

The Privacy upgrades enhance its user-friendly dashboard to help organizations discover, solve, and prevent data risk at scale. As a foundational platform, NOW Privacy opens the door to companies, organizations and government bodies looking to harness the power of Vertical Intelligence to build confidence and make bold decisions.

To learn more about NOW Privacy, visit our website at:
www.nowvertical.com/products/now-privacy

About NowVertical Group Inc.

NOW is a big data, analytics and VI software and services company growing organically and through acquisition. NOW's VI solutions are organized by industry vertical and are built upon a foundational set of data technologies that fuse, secure, and mobilize data in a transformative and compliant way. The NOW product suite enables the creation of high-value VI solutions that are predictive in nature and drive automation specific to each high-value industry vertical. For more information about the Company, visit www.nowvertical.com.

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

Related links:

<https://www.nowvertical.com>

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Forward-Looking Statements

This news release may contain forward-looking statements (within the meaning of applicable securities laws) which reflect the Company's current expectations regarding future events. Forward-looking statements are identified by words such as "believe", "anticipate", "project", "expect", "intend", "plan", "will", "may", "estimate" and other similar expressions. These statements are based



on the Company's expectations, estimates, forecasts and projections and include, without limitation, statements regarding the future success of the Company's business.

The forward-looking statements in this news release are based on certain assumptions. The forward-looking statements are not guarantees of future performance and involve risks and uncertainties that are difficult to control or predict. Several factors could cause actual results to differ materially from the results discussed in the forward-looking statements. Readers, therefore, should not place undue reliance on any such forward-looking statements. Further, these forward-looking statements are made as of the date of this news release and, except as expressly required by applicable law, the Company assumes no obligation to update or revise any forward-looking statement publicly, whether as a result of new information, future events or otherwise.