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Vancouver, British Columbia

News Release 2022.8

Abner Innovation Laboratories Limited
(“Abner Labs” or the “Company”)

Abner Labs Appoints Skins Agency as Strategic Partner for UI/UX Experience

Abner Labs announces that it has entered into a strategic services agreement with Skins Agency LLC, a leading UI/UX design and creative agency based in Prishtinë, Republic of Kosovo, to design and drive completion of the UI/UX applications for users, clients and administrators of the **ibetmobile** technology owned by the Company.

“We are excited to have Skins Agency as a strategic partner as we design and create a highly intuitive, interactive, engaging, entertaining and enjoyable experience for every user, client and administrator of our **ibetmobile** technology. The Skins Agency team brings deep and broad experience with AI-driven UI/UX interfaces highly relevant our platform” said Dr David Bate, Chairman.

Skins Agency previously assisted the Company on several successful smaller projects. “We know the team well and they know us and our technology well – which helps accelerate realization of the last mile of the commercialization of the **ibetmobile** technology” concluded Dr Bate.

Mr Leart Zogjani, Managing Director and Co-Founder of Skins Agency, said that “Our initial engagement seeks to understand the emotions and expectations of users of the **ibetmobile** technology through a balance of data driven analytics and psychology metrics that will inform the design of a user journey that unlocks maximum enjoyment, familiarity and fulfilment from use of the platform. It is a challenging assignment given the unique positioning of the **ibetmobile** technology in the market, but we are excited to be a part of this groundbreaking project.”

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ABOUT THE COMPANY

Abner Innovation Laboratories Limited (“Abner Labs”) is a British Columbia, Canada, company that owns the **ibetmobile** sports viewing and betting technology platform through a wholly owned subsidiary called Abner Technology Group Limited (“Abner Group”). **ibetmobile** is proprietary, artificial intelligence (“AI”) driven smart technology that makes watching and wagering on live sports on any online device as convenient as playing video games.

For more information about **ibetmobile** and Abner Labs, please visit: www.abner-labs.com

FURTHER INFORMATION

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ABOUT SKINS AGENCY LLC

Skins Agency LLC (“Skins Agency”) is a cutting-edge creative agency based in Prishtinë, Republic of Kosovo which designs, creates and executes a wide range of visual communication strategies and tools including brand strategy, visual identity and UI/UX interfaces for private and public sector clients.

For more information about Skins Agency, please visit www.skinsagency.com

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FORWARD LOOKING STATEMENTS

This news release contains certain "forward looking information" and "forward looking statements" (collectively referred to as "forward looking statements"). These forward looking statements relate to future events or the Company's future performance. All statements other than statements of historical fact are forward looking statements. Often, but not always, forward looking statements can be identified by the use of words such as "plans", "expects", "is expected", "budget", "scheduled", "estimates", "continues", "forecasts", "projects", "predicts", "intends", "anticipates" or "believes" or variations of or the negatives of such words and phrases or state that certain actions, events or results "may", "could", "would", "should", "might" or "will" be taken, occur or be achieved. Particularly, information regarding the Company's expectations of future results, targets, performance achievements, prospects or opportunities is forward looking information.

Forward looking statements in this news release include but may not be limited to statements about: the Company's ability to commercialize the ibetmobile sports betting technology; the Company's ability to accelerate the commercialization of said technology; the UI/UX experience associated with said technology being intuitive, interactive, engaging, entertaining or enjoyable; the ability of the Company to understand the emotions and expectations of users of said technology; and the ability of the Company to design a user journey that unlocks maximum enjoyment, familiarity and fulfilment from use of the platform.

Though management believes that its assumptions are reasonable in the circumstances, forward looking statements involve known and unknown risks, uncertainties and other factors that may cause the Company's actual results, performance or achievements to differ materially from all or any of the future results, performance or achievements expressed or implied by forward looking statements.

Risk factors that could cause the Company's actual results, performance or achievements to differ from the forward looking statements in this news release include, but may not be limited to: adverse or unexpected changes to regulatory regimes related to the sports betting industry; the Company's ability to execute its business strategy; the Company's ability to execute its technology strategy; the capabilities and risks of the ibetmobile technology; and general market and economic risks.

Accordingly, readers should not place undue reliance on forward looking statements. The Company undertakes no obligation to update these forward looking statements other than as required by applicable law.