



YOUR CREATIVE CAREER AWAITS

72B Hope Road / Kingston 6 / Jamaica, W.I. / www.iCreateEDU.com / 876-613-8979

FOR IMMEDIATE RELEASE:

January 11, 2020

iCREATE LIMITED

iCreate Institute announces several initiatives to Pivot and Grow for 2021

On December 28, 2020, iCreate Limited, at its hybrid Annual General Meeting (AGM) announced several initiatives to boost revenues and profitability. The company's Chief Executive Officer, Mr. Tyrone Wilson disclosed to the shareholders a second division being the Opportunity Ventures Division. This division will start with the Creative City Initiative, an acquisition of e-commerce company Mobile Edge and the Reggae Sunsplash Music Festival - all coming together to form ventures that can help to grow the creative and technology industries.

Opportunity Ventures and Creative City Initiative

The Creative City Initiative, the first of its kind in Jamaica, which will include the office space for the iCreate Institute, the company's first division; studios for creatives (artists and marketers) with residential accommodations to service those needs; museums and co-working spaces. This will be facilitated through a Joint Venture Agreement which was signed on December 23, 2020 with the proprietor of the lands for the New Kingston based project. The project is estimated to cost approximately **One Billion Jamaican Dollars (J\$1,000,000,000.00)** and is scheduled to be completed in the next twenty four (24) months.

Reggae Sunsplash Music Festival

On November 27 and 28, 2020, iCreate staged the Reggae Sunsplash Music Festival, which was executed virtually. The two (2) day Music Festival saw over Three Hundred and Thirty Thousand (330,0000) views from thirty (30) different countries tuning in to the performances of Jamaica's top entertainers. The company has since announced plans to do a hybrid staging in 2021.



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Acquisition of a Stake in Mobile Edge Solutions Limited

Through the Opportunity Ventures Division, iCreate has decided to acquire Mobile Edge Solutions Limited for shares. The company is now engaged in the due diligence process. Mobile Edge Solutions Limited is one of Jamaica's leading and fastest growing e-commerce companies. This will further fulfil iCreate's mission of building the creative and technological industries in Jamaica.

Licensing Agreement with Code Fellows Holdings, Inc.

iCreate has also inked a deal with Code Fellows Holdings, Inc. to offer coding and data security courses in Jamaica and by extension the Caribbean. This is in keeping with the demand for online platform learning and to satisfy the requirements for personnel and training pursuant to the recently passed, **Data Protection Act 2020**. This forms part of the strategy to pivot during the impactful SARS-CoV-2 Coronavirus (COVID-19) pandemic and to satisfy the national agenda of preparing Jamaica for the Fourth Industrial Revolution.

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