

BrandPilot AI Signs Trial Agreement with Canadian Financial Services Company

Agreement Expands Enterprise Evaluation of BrandPilot's Advertising Performance Technology

Toronto, Ontario--(Newsfile Corp. - August 28, 2026) - BrandPilot AI Inc. (CSE: BPAI) (OTCQB: BPAIF) ("BrandPilot" or the "Company"), a provider of AI-powered advertising performance technology focused on reducing fraud, waste and inefficiency in digital advertising, today announced that on August 27, 2026, it entered into a trial agreement with a Canadian financial services company to evaluate the Company's technology solution across select digital advertising campaigns.

Under the agreement, BrandPilot will deploy its technology solution to identify opportunities to improve advertising efficiency and reduce unnecessary media spend while maintaining campaign performance.

The agreement provides for an initial one-month risk-free trial period. If the agreement is not terminated during the trial period, it will continue on a month-to-month basis as an ongoing commercial engagement. Following the trial period, fees are performance-based and range from 10% to 25% of reclaimed advertising spend, depending on the amount of monthly reclaimed spend. After the trial period, either party may terminate the agreement on 30 days' written notice.

"Large advertisers increasingly want to see measurable results before making broader technology commitments," said Brandon Mina, Chief Executive Officer of BrandPilot AI. "Our trial model gives organizations the opportunity to evaluate our technology within their existing advertising environment and determine the value for themselves."

Mr. Mina continued, "Financial services remains an important market for BrandPilot. This agreement represents another opportunity to demonstrate how our technology can help sophisticated advertisers identify inefficiencies within significant digital advertising programs."

BrandPilot's commercial model is primarily performance-based, aligning the Company's revenue opportunity with the value generated through its technology. The Company believes this approach lowers barriers to enterprise adoption by allowing organizations to evaluate the solution against measurable campaign outcomes before progressing into a longer-term commercial relationship.

"Enterprise adoption often starts with proving one thing well," said Seif Khemaissia, Chief Growth Officer of BrandPilot AI. "Our focus during these evaluations is straightforward: identify measurable opportunities, demonstrate the impact, and allow the results to determine what comes next."

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Forward-Looking Statements

This news release contains "forward-looking information" within the meaning of applicable securities laws relating to the business of BrandPilot AI Inc. ("BrandPilot" or the "Company"). Any such forward-looking statements may be identified by words such as "expects," "anticipates," "believes," "projects," "plans," "intends," "may," "will," and similar expressions. Readers are cautioned not to place undue

reliance on forward-looking statements.

Statements regarding, among other things, the deployment and performance of the Company's technology solution under the trial agreement described herein; the continuation of the agreement following the initial trial period; the ability of the Company's technology to identify advertising efficiencies or reduce advertising spend while maintaining campaign performance; and the Company's ability to generate revenue under the performance-based fee structure described herein are considered forward-looking information.

These factors should be considered carefully, and readers should not place undue reliance on the forward-looking statements. Although the forward-looking statements contained in this news release are based upon assumptions that management believes are reasonable, the Company cannot assure readers that actual results will be consistent with these forward-looking statements. These forward-looking statements are made as of the date of this news release, and the Company undertakes no obligation to update or revise them except as required by applicable law.

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



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