

## **Appiphany Technologies Provides Shareholder Update**

SALT LAKE CITY, October 20, 2017

On behalf of Appiphany Technologies (OTC: APHD), I want to thank our shareholders for their continued support as we pursue our goal of building a diversified security model that is well-positioned to opportunistically target multiple key areas.

We remain active on a number of fronts with our Brand Protection Business, which covers internet monitoring and forensics. Early in the third quarter we signed a 12-month agreement with a global leader in imaging technologies to monitor their brand, physical assets, and counterfeit products across more than 30 global auction sites.

We're also receiving interest in our Brand Protection training on the ISO 12931.

In addition to organic growth of our current products and services, we believe acquisitions will play a major role in improving shareholder value. While discussions continue with potential targets, the process is long and requires patience. As we reach important milestones we will be sure to keep you up to date

Sincerely,

Rob Sargent  
President  
Appiphany Technologies

About Appiphany Technology Holdings Corp.

Appiphany Technology (OTCPK: APHD) (IP Risk Control) (<http://www.ipriskcontrol.com>) has diversified offerings to deliver global 'best-of-breed' products and technologies that combat counterfeit and theft of global goods, data and cyber security protection. The Company continues to develop its own technologies and has an active acquisitions program in place.

Forward-Looking Statements

Except for the historical information contained herein, the matters discussed in this press release are forward-looking statements. Actual results may differ materially from those described in forward-looking statements and are subject to risks and

uncertainties. See Appiphany's filings with the SEC, which may identify specific factors that may cause actual results or events to differ materially from those described in the forward-looking statements.