



Hallmark Venture Group, Inc. Announces Approval of Reverse Stock Split

Las Vegas, NV — [April 23rd, 2025] — *Hallmark Venture Group, Inc.* (OTC: HLLK), a data science and AI technology company focused on campaign automation and predictive analytics, today announced the approval of its long-awaited reverse stock split of its common stock at a ratio of 1-for-500. The reverse split will become effective at the open of trading on **Thursday, April 24th, 2025**. Following the split, the Company's common stock will continue to trade on the OTC Markets under the ticker symbol "HLLK" with a "D" added for 20 trading days to indicate the split.

The reverse split is part of a broader effort to strengthen Hallmark's capital structure, enhance its visibility in the capital markets, and position the Company for future institutional participation, uplisting opportunities, and long-term expansion efforts. The share consolidation is designed to align the Company's equity profile with the standards of more sophisticated capital partners and public market expectations.

"This decision reflects our long-term commitment to building a company that can scale effectively while remaining attractive to institutional investors and strategic partners," said Juan Pablo DeSilva, Chief Operating Officer of Hallmark Venture Group. "With a strong foundation in automation, predictive analytics, and real-time marketing infrastructure, we're preparing the company for its next phase of growth."

The Company remains focused on expanding its core platform, *Jubilee*, which automates the creation, optimization, and management of digital marketing campaigns across ad networks including Yahoo, Taboola, Facebook, and Google. Jubilee is powered by proprietary machine learning models designed to improve campaign performance, profitability, and decision-making at scale.

This structural adjustment is expected to support several strategic objectives, including increased flexibility for future financings, enhanced readiness for M&A opportunities, and improved alignment with listing standards on senior exchanges. The streamlined share structure also positions the Company to engage more effectively with long-term investors as it continues to build value through product innovation and data-driven execution.

As a result of the reverse split, every 500 shares of the Company's issued and outstanding common stock will automatically be combined into one share. No fractional shares will be issued, and any resulting fractional share will be rounded up to the nearest whole share. The number of authorized shares of common stock will remain unchanged.

Shareholders holding shares in brokerage accounts will have their positions automatically adjusted to reflect the reverse split. Shareholders holding physical certificates will receive instructions from the Company's transfer agent regarding the exchange of their certificates.



About Hallmark Venture Group, Inc.

Hallmark Venture Group, Inc. (OTC: HLLK) is a data science company focused on acquiring and scaling revenue-generating businesses at the intersection of automation, media, and AI. Its wholly owned subsidiary, Jubilee Intel, LLC, operates a proprietary digital marketing platform that automates campaign creation and performance optimization. Hallmark is committed to disciplined growth, innovation, and long-term shareholder value.

Safe Harbor Statement

Safe Harbor This release contains statements that constitute forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These statements appear in a number of places in this release and include all statements that are not statements of historical fact regarding the intent, belief or current expectations of the Company, its directors or its officers with respect to, among other things: (i) financing plans; (ii) trends affecting its financial condition or results of operations; (iii) growth strategy and operating strategy. The words "may", "would", "will", "estimate", "can", "believe", "potential" and similar expressions and variations thereof are intended to identify forward-looking statements. Investors are cautioned that any such forward-looking statements are not guarantees of future performance and involve risks and uncertainties, many of which are beyond the Company's ability to control, and that actual results may differ materially from those projected in the forward looking statements as a result of various factors. More information about the potential factors that could affect the business and financial results is and will be included in the Company's filings with the Securities and Exchange Commission and/or OTC Markets.

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