

December 1, 2020



# VERB Wins Salesforce's November AppExchange Demo Jam for Productivity Apps

- *McKinley Oswald, VERB's President of Global Sales, provided a winning demo of VERB's livestream ecommerce and webinar offering, verbLIVE, in a medical device sales setting*
- *verbLIVE demo chosen by a live virtual audience of clients and AppExchange Partners*

NEWPORT BEACH, Calif. and SALT LAKE CITY, Dec. 01, 2020 (GLOBE NEWSWIRE) -- **VERB Technology Company, Inc. (Nasdaq: VERB)** ("VERB" or the "Company"), a leader in interactive video-based sales enablement applications, including interactive livestream ecommerce, webinar, CRM and marketing applications for entrepreneurs and enterprises, today announced that it won Salesforce's November AppExchange Demo Jam competition.

Demo Jam, which began in 2015, is a monthly, gameshow-style event where participating Salesforce AppExchange partners demonstrate their technology in three minutes before a live virtual audience that votes for their favorite demo. For November 2020, Demo Jam's theme was "Productivity Apps" and featured five other companies in addition to VERB: Adobe, Prolifiq, Seismic, Smartsheet, and Mockup Components. A replay of the event can be viewed here at [November Demo Jam](#); VERB's demo begins at the 27:38 mark.

McKinley Oswald, VERB's President of Global Sales, provided a demo of VERB's livestream ecommerce and webinar offering, verbLIVE, on the Salesforce platform. His presentation demonstrated how easily and seamlessly verbLIVE can be launched from Salesforce, invite their leads and contacts, and then host a live meeting. He simulated a livestreamed medical device sales meeting, highlighting the interactive features Salesforce users can leverage, including links for additional product explainer videos, calendars to set up appointments for questions and follow-ups and a web page that opens up a 3D view of the device. Other key features described included the ability to see questions of meeting participants and the generation of analytics reports summarizing each participant's interaction during the meeting – all purpose-built for a friction-free sales environment that enhances the salesperson's productivity.

"We are thrilled to have earned this recognition from clients and our AppExchange Partner peers," said Rory J. Cutaia, VERB CEO. "We fully integrated verbLIVE into the Salesforce platform in July, and while we only just made it available on the AppExchange marketplace in August, we have already gained significant traction in the form of user downloads from Salesforce users. Approximately 75% of clients of our medical sales enablement business from the recent SoloFire acquisition, which McKinley used for this demo, are on the Salesforce platform, giving us a tremendous opportunity to leverage this strong Salesforce

user base and meaningfully grow the number of verbLIVE users.”

## About VERB

VERB Technology Company, Inc. (NASDAQ: VERB) transforms how businesses attract and engage customers. The Company's Software-as-a-Service, or SaaS, platform is based on its proprietary interactive video technology, and comprises a suite of sales enablement business software products offered on a subscription basis. Its software applications are available in over 60 countries and in more than 48 languages to large enterprise and small business sales teams that need affordable, easy-to-use, and quick-to-get-results sales tools. Available in both mobile and desktop versions, the applications are offered as a fully integrated suite, as well as on a standalone basis, and include verbCRM (Customer Relationship Management application), verbLEARN (Learning Management System application), and verbLIVE (Interactive Livestream eCommerce and Video Webinar application). The Company has offices in California and Utah. For more information, please visit: [www.verb.tech](http://www.verb.tech).

## FORWARD LOOKING STATEMENTS

This press release contains forward-looking statements that involve risks and uncertainties, including statements about the closing of the offering of common stock. These forward-looking statements involve risks and uncertainties. If any of these risks or uncertainties materialize, or if any of our assumptions prove incorrect, our actual results could differ materially from the results expressed or implied by these forward-looking statements. These risks and uncertainties include risks associated with: the COVID-19 pandemic and related public health measures on our business, customers, markets and the worldwide economy; our plans to attract new customers, retain existing customers and increase our annual revenue; the development and delivery of new products, including verbLIVE; our plans and expectations regarding software-as-a-service offerings; our ability to execute on, integrate, and realize the benefits of any acquisitions; fluctuations in our quarterly results of operations and other operating measures; increasing competition; general economic, market and business conditions; and the risks described in the filings that we make with the Securities and Exchange Commission (“SEC”) from time to time, including the risks described under the headings “Risk Factors” and “Management Discussion and Analysis of Financial Condition and Results of Operations” in our Annual Report on Form 10-K, which was filed with the SEC on May 14, 2020, as amended by Amendment No. 1 on Form 10-K/A to our Annual Report on Form 10-K, which was filed with the SEC on June 4, 2020, and which should be read in conjunction with our financial results and forward-looking statements contained therein, and our Quarterly Report on Form 10-Q for the quarter ended March 31, 2020, which was filed with the SEC on May 15, 2020, as amended by Amendment No. 1 on Form 10-Q/A to our Quarterly Report on Form 10-Q, which was filed with the SEC on June 4, 2020, and which should be read in conjunction with our financial results and forward-looking statements contained therein. All forward-looking statements in this press release are based on information available to us as of the date hereof, and we do not assume any obligation to update the forward-looking statements provided to reflect events that occur or circumstances that exist after the date on which they were made, except as required by law.

## Investor Relations:

888.504.9929

[investors@verb.tech](mailto:investors@verb.tech)

**Media Contact:**

855.250.2300, ext.107

[info@verb.tech](mailto:info@verb.tech)



Source: Verb Technology Company, Inc.