

October 4, 2022



# ShiftPixy Announces Quelliv Incubation Launch

MIAMI--(BUSINESS WIRE)-- ShiftPixy, Inc. (Nasdaq: PIXY) (“ShiftPixy” or “the Company”), a Florida-based national staffing enterprise which designs, manages, and sells access to a disruptive, revolutionary platform that facilitates employment in the rapidly growing Gig Economy, today announced the successful incubation launch of Quelliv Inc. low level laser centers which provide an effective, non-invasive therapeutic alternative to ease pain, reduce inflammation, enhance skin health, and activate personal well-being. Quelliv laser centers are powered by industry leader Genesis One Lasers to ensure effective sessions with long-lasting results.

“After getting to know the science that powers Quelliv, we were very motivated to help incubate and position Quelliv for a very exciting growth journey,” said ShiftPixy Co-Founder and Chief Executive Officer, Scott Absher. “The incubation process for Quelliv is central to what ShiftPixy Labs does, from taking an initial idea through to funding and mass commercialization. Quelliv is another example of our active engagement process and quest to build large national clients for the unique ShiftPixy platform.”

Quelliv CEO Mike Keyes said, “I have spent a lot of time over the past two years with the ShiftPixy Labs team since the formation of the company, building our business plan, fleshing out our brand, digging through the research and identifying our targeted national locations. The ShiftPixy Labs development team has purpose-built our mobile customer experience to better connect us with our customers and elevate their engagement with the Quelliv brand and experience.”

Quelliv plans to craft a national footprint of 500 centers within twenty-four months of launch, and its first phase of laser centers are already available in Florida at the following locations:

West Palm Beach - 1411 N. Flagler Drive, Ste. 4700, West Palm Beach, FL 33401

Naples - 851 5th Ave. North, Ste. 301, Naples, FL 34102

St. Petersburg - 150 2nd Ave. N, Ste 425, St Petersburg, FL 33701

Upcoming Locations:

Aventura - 18999 Biscayne Blvd, Suite 205, Aventura, FL 33180

Sarasota - 6524 University Parkway, Sarasota, FL 34240

Upcoming Markets:

Nashville; Charlotte; Atlanta; Raleigh Durham; Oklahoma City; Dallas; Austin; Newport

Beach

To learn more about Quelliv please visit [www.quelliv.com](http://www.quelliv.com)

### **About Quelliv**

Quelliv was designed to introduce a proprietary, high value and high efficacy photobiomodulation technology trained to address a number of biological applications in the wellness market's highest demand subsectors. Quelliv's trained laser technology is uniquely applied to anti-aging, weight management, pain management and scalp rejuvenation. The Company has launched its initial three south Florida locations with two additional locations coming online in Q4 2022. The Company plans to launch a national rollout to major metro markets in Q1 of 2023 with a goal of 500 company owned locations throughout the US longer term.

The company sells its Genesis One photobiomodulation equipment to professional and collegiate sports teams for rapid athlete recovery.

### **About ShiftPixy**

ShiftPixy is a disruptive human capital services enterprise, revolutionizing employment in the Gig Economy by delivering a next-gen platform for workforce management that helps businesses with shift-based employees navigate regulatory mandates, minimize administrative burdens and better connect with a ready-for-hire workforce. With expertise rooted in management's more than 25 years of workers' compensation and compliance programs experience, ShiftPixy adds a needed layer for addressing compliance and continued demands for equitable employment practices in the growing Gig Economy.

### **Forward-Looking Statements**

Any statements contained in this press release that do not describe historical facts may constitute forward-looking statements. These forward-looking statements include, among other things, statements regarding the anticipated use of proceeds from the private placement, the anticipated closing date of the private placement and the anticipated filing and effectiveness date for a registration statement related to the resale of the common shares and common shares underlying warrants from the private placement. Although such forward-looking statements are based upon what management of the Company believes are reasonable assumptions, there can be no assurance that forward-looking statements will prove to be accurate. If any of the risks or uncertainties, including those set forth below, materialize or if any of the assumptions proves incorrect, the results of the Company, could differ materially from the results expressed or implied by the forward-looking statements we make. The risks and uncertainties include, but are not limited to, risks associated with the nature of the Company's business model; the Company's ability to execute its vision and growth strategy; the Company's ability to attract and retain clients; the Company's ability to assess and manage risks; changes in the law that affect the Company's business and its ability to respond to such changes and incorporate them into its business model, as necessary; the Company's ability to insure against and otherwise effectively manage risks that affect its business; competition; reliance on third-party systems and software; the Company's ability to protect and maintain its intellectual property; and general developments in the economy and financial markets. These and other risks are discussed in the Company's filings with the SEC, including, without limitation, its Annual Report on Form 10-K, and its periodic and current reports on Form 10-Q and Form 8-K. The Company

undertakes no obligation to update forward-looking statements if circumstances or management's estimates or opinions should change, except as required by applicable securities laws. The information in this press release shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934, as amended, or otherwise subject to the liabilities of that section, and will not be deemed an admission as to the materiality of any information that is required to be disclosed solely by Regulation FD. Further information on these and other factors that could affect the financial results of the Company, is included in the filings we make with the SEC from time to time. These documents are available on the "SEC Filings" subsection of the "Investor Information" section of the Company's website at <https://ir.shiftpixy.com/financial-information/sec-filings>, or directly from the SEC's website at <https://www.sec.gov>. Consistent with the SEC's April 2013 guidance on using social media outlets like Facebook and Twitter to make corporate disclosures and announce key information in compliance with Regulation FD, the Company is alerting investors and other members of the general public that the Company will provide updates on operations and progress required to be disclosed under Regulation FD through its social media on Facebook, Twitter, LinkedIn and YouTube. Investors, potential investors, shareholders and individuals interested in the Company are encouraged to keep informed by following us on Facebook, Twitter, LinkedIn and YouTube.

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Source: ShiftPixy, Inc.