

Versus Systems Expands into China/Asia-Pacific Markets

Versus to grow user base inside the annual \$71 billion Asia-Pacific gaming market

Vancouver, British Columbia--(Newsfile Corp. - September 18, 2019) -**Founder Matthew Pierce and Chairman Keyvan Peymani of Versus Systems Inc. (CSE: VS) (OTCQB: VRSSF) (FSE: BMVA) ("Versus" or the "Company")** were in Hong Kong last week to meet with potential content and advertising partners focused on Chinese and other Asian markets. As a result of successful meetings, Versus is planning to deploy their patented Winfinite platform alongside a number of partners in the region, bringing real-world prizes to hundreds of millions of potential customers.

Asia-Pacific is both the largest, and the fastest growing, gaming market in the world according to Statista, with more than double the annual revenues of the next largest region (North America, \$33B). China alone accounts for hundreds of millions of players driving tens of billions of dollars in in-game and in-app purchases annually.

"The Winfinite platform allows both local brands and global prize providers the opportunity to give players a personalized, rewarding experience in their gameplay," said Matthew Pierce, Founder and CEO of Versus. "What we are able to do here is the same thing we seek to do everywhere - make interactive media more fun by giving players a chance to earn both local rewards from regional prize providers, and also global rewards from brands that want to reach the most engaged audiences in the world. Winfinite is currently available in a number of mobile games, and inside the HP Omen series of desktop and laptop computers."

Versus is a marketing and advertising technology company listed on the Canadian Stock Exchange, focusing on the development of in-game prizing and promotion tools. Versus has developed the proprietary *Winfinte* platform, a set of products that allow publishers and developers to offer in-game prizing across mobile, console, PC games, apps, and streaming media. Through *Winfinte*, advertisers can offer real-world products and digital goods as prizes that players can earn through in-game achievements.

Winfinte provides players and viewers an opportunity to play for things they love - while giving businesses and brands a powerful new way to reach their potential audience.

About Versus Systems Inc.

Versus Systems has developed WINFINITE - a proprietary in-game prizing and promotions engine that allows game publishers and developers to offer in-game prizing across various platforms including mobile, console, PC games, and streaming media. Brands pay to place products in-game via WINFINITE, and gamers compete for those prizes.

For more information on Versus Systems' new platform, WINFINITE, visit www.versussystems.com or visit Versus Systems official [YouTube channel](#).

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