

Verb Technology Partners with Momentum Factor to Offer Direct Sales Companies the First Fully Integrated Social Sharing and Compliance Platform

NEWPORT BEACH, Calif., May 10, 2022 (GLOBE NEWSWIRE) -- [Verb Technology Company, Inc.](#) (Nasdaq: VERB) ("VERB" or the "Company"), a leader in interactive video-based sales enablement applications, including shoppable livestream video, announces its partnership with [Momentum Factor](#), makers of [FieldWatch™](#) and the leading digital risk management firm specializing in online compliance monitoring and global online reputation management services and technologies. The partnership provides direct sales companies with the first of its kind social compliance solution.

By integrating Momentum Factor's [FieldCheck™](#) platform with VERB's customer relationship and content management application, [verbCRM](#), field representatives can review and post their social messages with confidence, knowing that FieldCheck reviews each post for keywords or phrases that are not following regulatory compliance or company guidelines, including FTC and FDA compliance.

"The power of combining the industry's leading compliance tool with our number one rated direct sales enablement and social sharing tool truly gives our clients a fully integrated platform that the industry hasn't seen," states McKinley Oswald, VERB's President of Direct Sales. "Now, Momentum Factor clients and VERB clients will have confidence and peace of mind that their direct sellers can share information responsibly and follow government and company guidelines."

FieldCheck is fully integrated into the verbCRM app and connects with every social platform. Direct sales companies can now establish filters for company-specific, non-compliant phrases, keywords, and terms, while direct selling representatives can scan their personalized social content in minutes for full compliance. In the case of a non-compliant message, direct sellers are educated and offered a suggested option for updating their message to make it compliant.

"We are very excited about partnering with a company of Verb's stature in the direct sales market," said Jonathan Gilliam, CEO & Founder of Momentum Factor. "Having FieldCheck fully integrated within verbCRM will be a difference maker for both compliance teams and field representatives within the direct selling industry."

To learn more about verbCRM, visit <https://www.verb.tech/direct-sales>. And for additional information on Momentum Factor's FieldCheck platform, log on to <https://momofactor.com/services/fieldcheck/>.

About VERB

Verb Technology Company, Inc. (Nasdaq: VERB), the market leader in interactive video-based sales applications, 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 is comprised of a suite of sales enablement business software products offered on a subscription basis. Its software applications are used by hundreds of thousands of people in over 100 countries and in more than 48 languages. VERB's clients include large sales-based enterprises as well as small business sales teams, including the sales and marketing departments of professional sports teams. Of note is its forthcoming MARKET, a multi-vendor, multi-presenter, livestream social shopping platform at the forefront of the convergence of ecommerce and entertainment. With approximately 170 employees, the Company is headquartered in American Fork, Utah, and also maintains offices in Newport Beach, California.

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About Momentum Factor

Headquartered in Austin, Texas, Momentum Factor is the leading digital risk management firm specializing in online compliance monitoring and global online reputation management services and technologies. This includes its flagship product, [FieldWatch](#) which is used by enterprise, mid-sized and start-up companies to identify online risks and enforce policies. Please visit momofactor.com to learn more.

FORWARD-LOOKING STATEMENTS

This communication contains "forward-looking statements" as that term is defined in the Private Securities Litigation Reform Act of 1995. Forward-looking statements involve risks and uncertainties and include, without limitation, any statement that may predict, forecast, indicate or imply future results, performance or achievements, and may contain words such as "anticipate," "expect," "project," "plan," or words or phrases with similar meaning. Forward-looking statements contained in this press release relate to, among other things, the Company's projected financial performance and operating results, including SaaS Recurring Revenue, as well as statements regarding the Company's progress towards achieving its strategic objectives, including the successful integration and future performance of acquisitions. Forward-looking statements are based on current expectations, forecasts and assumptions that involve risks and uncertainties, including, but not limited to 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. 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. Investors are referred to our filings with the Securities and Exchange Commission, including our Annual Reports on Form 10-K and Quarterly Reports on Form 10-Q, for additional

information regarding the risks and uncertainties that may cause actual results to differ materially from those expressed in any forward-looking statement. 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.

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