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VERB MARKET Livestream Shopping Platform Welcomes Babylonstoren to Vendor List

Babylonstoren's First Livestream Shopping Event is Scheduled for June 23, 2022 at 6 p.m. ET

Award-winning wine farm Babylonstoren leverages MARKET's shoppable livestream capabilities to bring their luxury fine-living products to consumers' homes.

NEWPORT BEACH, Calif. and SALT LAKE CITY, June 21, 2022 (GLOBE NEWSWIRE) -- [Verb Technology Company, Inc.](#) (Nasdaq: VERB) ("VERB" or the "Company"), the leader in interactive video-based sales-enablement applications, including shoppable livestream video, today announced a new partnership with South African wine farm [Babylonstoren](#). This award-winning Cape Dutch farm boasts a farm hotel, heritage garden, vineyards, orchards, farm-to-table restaurants and winery.

The prestigious brand will begin hosting livestream shopping events on [MARKET](#), VERB's livestream shopping platform, on June 23, 2022 at 6 p.m. ET. The events will be livestreamed from Babylonstoren's MARKET storefront at [babylonstoren.market.live](#). Click [here](#) to RSVP.

Dating back to 1692 and hailed as one of the biggest and most beautiful wine farms in South Africa, Babylonstoren is celebrated globally for its fine food and wine, which evoke a sense of pleasure and wellbeing. Every aspect of Babylonstoren – including the contemporary Farm Hotel & Spa, the Farm Shop and restaurants – is informed by the ever-changing tapestry and botanical diversity of its heritage garden.

The brand's farm-to-fork philosophy means serving food that is seasonal and reflects a back-to-the-Earth "pick, clean and serve" approach. Now, this world-class, authentic, tranquil experience can belong to all of us ... all from the comfort of our own homes, as Babylonstoren's online shop brings the very best from this historic farm to doorsteps across the world.

From chocolates, preserves, olive oil, wine and carefully curated fine-living décor and dining products, each item is a labor of love. All the products have been nurtured by skilled hands and brought to life through the thoughtful selection of materials and ingredients, many of which are created on the farm itself.

"Partnering with VERB on their new MARKET livestream platform is a no-brainer," said Christi Azurmendi, director of U.S. sales for Babylonstoren. "We're passionate about bringing our authentic wine-farm experience to as many people as possible, and MARKET will allow us to do that. We look forward to engaging the senses of our audiences through

beautiful presentations that bring about a sense of wonder and delight.”

“While many of us would love to someday experience the Babylonstoren beauty and magic on-site in South Africa, I know that isn’t possible for most people,” said Kate Eckman, VERB SVP of Programming and Talent Acquisition. “That’s what makes MARKET so incredible – it allows us all to discover and connect with people, brands, and products we might otherwise have never known about or couldn’t access. We’re giving people an opportunity to expand their horizons and have some fun along the way. Hosting an interactive Babylonstoren shop on MARKET offers viewers a luxurious vacation feeling without leaving their homes.”

About MARKET

MARKET is a 24/7, multi-vendor, livestream shopping platform designed to host simultaneous livestream shopping sessions by consumer brands, big-box stores, boutiques, celebrities, content creators, and influencers selling products and services across numerous categories.

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 and contractors, the Company is headquartered in Lehi, Utah, and it also maintains offices in Newport Beach, California.

For more information, please visit: www.verb.tech.

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