

October 4, 2021



VERB to Host verbLIT – An Interactive Showcase of its Shoppable Video and its Latest Sales Tools Technology – on Thursday, October 7, 2021, at 4 p.m. PT

VERB Terminates Its At-The-Market ('ATM') Securities Sales Effective Immediately

NEWPORT BEACH, Calif. and SALT LAKE CITY, Oct. 04, 2021 (GLOBE NEWSWIRE) -- [Verb Technology Company, Inc.](#) (Nasdaq: VERB) ("VERB" or the "Company"), the leader in interactive video-based sales enablement applications, including interactive livestream eCommerce and shoppable video, webinar, CRM, and marketing applications for entrepreneurs and enterprises, today announced that it will host its first technology showcase event called [verbLIT](#), to be broadcast over the Company's **verbLIVE, shoppable video platform**. The Company's Leading Interactive Technology Symposium highlights its leading-edge, interactive video-based sales tools that increase sales productivity and customer engagement.

"Over the past several years, I've talked about live shoppable video and how this coming technology would disrupt online ecommerce – well it's here now and VERB intends to lead this disruption through our verbLIVE platform," said Rory J. Cutaia, CEO of VERB. "On Thursday, October 7, 2021, from 4pm to 6pm PT, we will broadcast our verbLIT symposium over verbLIVE, where you'll get front-row seats to truly interactive, state-of-the-art shoppable video and learn about our entire suite of products, from the recently launched [verbMAIL for Microsoft Outlook](#), to the powerful [verbLIVE with Attribution feature](#), to our new [AI/BI capabilities with PULSE](#). You will also meet the people behind these innovations and hear from those who utilize them – what makes these sales tools so effective, why they like them, and what results they're getting. It's a testament to the dedicated people at VERB whose combined talents have produced a suite of next-level sales tools that we believe will generate enormous value for all our stockholders, both now and in the years to come. We'll also give you a sneak peek at what's coming from VERB. If you enjoy watching Apple product launches, you'll love verbLIT! [Here](#) is a preview."

In-person attendance is at capacity and no further registrations will be accepted. The virtual attendance pre-registration package that includes a VERB gift is also at capacity. Standard registration for virtual attendance is now open. Please use the Registration Link below.

verbLIT

Date: Thursday, October 7, 2021

Time: 4 p.m. – 6 p.m. PT

Registration Link: [verbLIT Registration](#)

Separately, VERB announces that it has determined it is in the best interests of its shareholders to terminate its at-the-market (ATM) securities sales effective immediately, as set forth with greater specificity in its Form 8-K filed today with the SEC.

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 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, VERB's applications are offered as a fully integrated suite, as well as on a standalone basis, and include verbLIVE (an Interactive Livestream eCommerce and Shoppable Video and Webinar applications), verbCRM (a White-labelled Interactive Video-based Customer Relationship Management application), verbTEAMS (a Self Onboarding version of verbCRM with built-in verbLIVE and Salesforce synchronization for small businesses and solo entrepreneurs), verbLEARN (an Interactive video and gamified Learning Management System application), and verbMAIL (an interactive video mail solution integrated seamlessly into Microsoft Outlook). With 200 employees, the Company maintains offices in Newport Beach, California and American Fork, Utah.

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

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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 may 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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Source: Verb Technology Company, Inc.