

Media Release

OLIVEX TO BEGIN ROLL OUT OF ITS FIRST DUSTLAND NFT AIRDROP

17 March 2022 – OliveX Holdings Limited (**OliveX** or the **Company**) (NSX:OLX), through its wholly-owned subsidiary OliveX (BVI) Limited, is proud to announce that the first Non-fungible token (NFT) airdrop for Dustland Runner, its move-to-earn blockchain audio fitness game, a global first, began on March 17, 2022.

The NFT is a key component of the Dustland Runner game, which is a core product of the OliveX's fitness metaverse and ecosystem. Along with the Sandbox and DOSE utility token, Dustland Runner is a pillar of the business providing unique user experiences through fitness gamification, augmented reality, and play-to-earn experiences.

Airdrop delivery on approximately 600,000 NFTs began March 17.

In addition to the NFT airdrop, Dustland Runner is now available for pre-registration at the Google Play Store, where users can enroll for automatic download on the game's launch date, to be confirmed in the coming weeks.

Keith Rumjahn, founder and CEO of OliveX, commented:

"This marks a very exciting milestone for our business vision, where we can finally demonstrate the power and potential of our game, encourage people to have fun and stay active, and to incentivise players in the process. It's our mission to help people embrace health and fitness and feel good about measuring their progress. Runner is our first game, but Dustland will also feature Rider in the future, and interoperability of the NFTs across the OliveX metaverse will remain a key strategy going forward."

About OliveX

OliveX is a digital health and fitness company delivering unique user experiences through fitness gamification, augmented reality, and play-to-earn experiences. The OliveX fitness metaverse provides platforms that enable real-world fitness to merge with the digital universe in order to engage consumers with brands, influencers, and coaches. OliveX is designed for those who exercise at home, at the gym, or outdoors in over 170 countries.

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For further information, photography or interview requests, please contact:

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Restrictions on our Games, Fitness Metaverse, and \$DOSE

Restrictions due to compliance regulations for different jurisdictions apply. Residents from the Crimea region of Ukraine, Cuba, Iran, North Korea and Syria are restricted from participating in our fitness metaverse. In addition, residents of Afghanistan, Albania, Belarus, Bosnia & Herzegovina, Burundi, Central African Republic, Democratic Republic of the Congo, Ethiopia, Guinea, Guinea-Bissau, Iraq, Lebanon, Libya, Myanmar (Burma), People's Republic of China, Republic of Macedonia (FYROM), Serbia, Somalia, South Sudan, Sri Lanka, Sudan, Trinidad & Tobago, Tunisia, Uganda, Venezuela, Yemen, and Zimbabwe may not earn \$DOSE in our fitness metaverse. Additional restrictions may apply depending on the type of game or experience you are attempting to access.