



Route1 Adopts New Trade Name

GroupMobile Lands a US \$1.95 Million Sales Order

Toronto, July 31, 2018 - [Route1 Inc.](#) (OTCQB: ROIUF and TSXV: ROI) (the “Company” or “Route1”), North America's most advanced provider of industrial-grade data intelligence, user authentication, and ultra-secure mobile workforce solutions, is adopting a new trade name and acknowledging an adjusted value proposition in recognition of its expanded offering.

Expanded Offering

In a joint venture with HTM Sensors, Route1 successfully launched ActionPLAN, *Powered by MobiNET*, an industrial data analytics platform, in the spring of 2017. On March 22, 2018, Route1 acquired Group Mobile Int’l LLC, a supplier of ruggedized mobile devices, integration and lifecycle management services.

These two actions vastly increased the capabilities of our Company. But we have done more than simply adding data intelligence and mobile workforce solutions to our capabilities. By integrating those offerings with MobiNET, our secure service delivery platform, as well as the Route1 suite of security technologies, we enable the organizations that use our mobile device and analytics solutions to maintain the highest level of cyber security, exceeding the most stringent government / military / enterprise privacy and security standards.

New Trade Name, New Identity

The new trade name and tagline that we have chosen are **GroupMobile, It’s All About the Data.**

The new group empowers organizations to make intelligent use of devices and data for immediate business improvements while maintaining military-grade data security. The chain of results that this new value proposition delivers is identical for government, military and private enterprise customers:

- Process Optimization
- Operational Efficiency
- Mission Accomplishment
- Regulatory Compliance

“When Route1 was formed in 2004, it was to develop a solution that provided secure mobile access to enterprise digital resources using multi-factor authentication,” said Tony Busseri, Route1 CEO. “Our approach was unique: in a world driven by functionality, we built solutions with security as a first principle. As our offering expanded, that principle has not changed. We believe that our security posture, built into all of our offerings, is a core strategic advantage to our company and also to our customers.”



Building a Stronger Company

Sixteen months ago, Route1 started its business pivot to becoming a stronger, more profitable company by growing our product offering through leveraging our core competencies and actualizing on the value of our intellectual property.

Today, we are aggressively positioning the Company as a leader in empowering organizations with custom-configured rugged devices, data-centric solutions and the insights necessary to streamline operations, minimize costs and gain competitive advantages while maintaining a high level of cyber security.

Contract Award

GroupMobile recently received a sales order from a local partner valued at approximately US \$1.95 million pre-tax for ruggedized devices. The devices are being procured by a city in the Pacific Northwest of the United States. Route1 expects the delivery of the hardware for this order to occur in the third quarter of 2018.

This order demonstrates again the positive outcome of our initiative to focus on and improve our hardware vendor relations. Although hardware vendor originated sales leads normally have lower margins than Group Mobile's recent aggregate experience of 16-22%, Route1 is working with its hardware vendors to increase margins with expanded service and application software offerings.

Q3 and YTD 2018 Financial Results

Route1 will report its financial results for the period ended June 30, 2018 before the markets open on Thursday, August 16, 2018. The Company will also hold a conference call and web cast to discuss the Company's financial results and provide a business update on Thursday, August 16, 2018 at 9 a.m. eastern.

Participants should dial Toll-Free: 1-866-548-4713 or Toll/International: 1-323-794-2093 at least 10 minutes prior to the conference, pass code 3698568. For those unable to attend the call, a replay will be available on August 16, 2018 after 12: 00 p.m. at Toll-Free 1-844-512-2921 or Toll/International 1-412-317-6671, pass code 3698568 until 11:59 pm on August 30, 2018.

The webcast will be presented live at <http://public.viaavid.com/index.php?id=130852>.

[About Route1 Inc.](#)

Route1, operating under the tradename GroupMobile, is North America's most advanced provider of industrial-grade data intelligence, user authentication, and ultra-secure mobile workforce solutions. The Company helps all manner of organizations, from government and military to private sector, to make intelligent use of devices and data for immediate process improvements while maintaining the highest



level of cyber security. Route1 is listed on the OTCQB in the United States under the symbol ROIUF and in Canada on the TSX Venture Exchange under the symbol ROI. For more information, visit: www.route1.com.

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