

**Upco International Inc. (CSE: UPKO) (OTC: UCCPF) (Frankfurt: U06)**

Vancouver, BC, Canada

**NEWS RELEASE**

**Upco International Inc. Announces Expansion into New Technology Segment**

**Vancouver, BC, July 29, 2019**, Upco International Inc. (CSE: UPKO) (OTCQB: UCCPF) (FSE: U06) ("Upco") is pleased to announce that it has funded UpcoTech SRL, an innovative and technology company inside a high-end Business Incubator in Italy. The objective of the company, a start-up in the fintech arena, will be to bring additional value to our app and the middleware UpcoPay and increase our Technology assets.

A new area of technology, including Augmented Reality and Virtual reality will be integrated into the application to enhance the purchase customer experience for goods and services through our UpcoPay app. The product roadmap designed by our new subsidiary will also include the integration of multi-cryptocurrency wallet as well as connection to the fiat currency exchange.

Mr. Andrea Pagani, CEO and President of Upco, commented, "We are very excited to bring in Upco this tremendous asset. With the help of highly skilled engineers we are expecting not only to accelerate our plan to go to the market but also to start differentiating our products from the existing e-Wallets in the market".

Upco is also pleased to announce to appoint Mr. Sergio Mistrali to Upco's Board of Directors. Mr. Sergio Mistrali has extensive experience working with companies in sales and marketing and developing new markets and products. He has worked extensively in the industrial and technology sectors, real estate development, telecommunications and food industry. Mr. Mistrali has worked with Italian multinational companies listed on the stock exchange. He was involved with the development of new market channels and loyalty programs. Mr. Mistrali holds a Bachelor of Accounting Degree from the University of Parma, Italy.

Mr. Kim Ying Lee has resigned as the member of the Board of Directors and Mr. Gert-Jan Geels has resigned as the Chief Financial Officer of Upco due to personal reasons. The Board thanks Mr. Gert-Jan Geels and Mr. Kim Ying Lee for their service to Upco and wish them well in the future.

**About Upco International Inc.**

Upco International Inc. is a cloud-based mobile service company which provides high-quality voice termination to a market driven by the growing activity in online communications and commerce. Upco is a licensed Global Telecom Carrier within the international VoIP (voice over IP) wholesale business. Upco has designed a software application for Apple iOS and Android, similar to SKYPE and WhatsApp. With the forthcoming addition of the Upco e-Wallet using Blockchain Payment Services, users will be able to: send invoices, approve payments, transfer international funds, convert international currencies, and track transfers and payments. The application will also allow vendors to securely share account information with their clients.

Please visit [upcointernational.com](http://upcointernational.com) or [upcomobile.com](http://upcomobile.com) for further information.

ON BEHALF OF THE BOARD OF DIRECTORS

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*Neither the Canadian Securities Exchange nor its regulation services provider has reviewed or accepted responsibility for the adequacy or accuracy of the content of this news release.*

**Forward-Looking Statements**

*Except for the statements of historical fact, the information contained herein is of a forward-looking nature. Such forward-looking information involves known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievement of the Company to be materially different from any future results, performance or achievements expressed or implied by statements containing forward-looking information. Such factors include continued availability of capital and financing and general economic, market or business conditions.*

*Although the Company has attempted to identify important factors that could cause actual results to differ materially, there may be other factors that cause results not to be as anticipated, estimated or intended. There can be no assurance that statements containing forward-looking information will prove to be accurate as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on statements containing forward-looking information. Readers should review the risk factors set out in the Company's Filing Statement as filed on SEDAR.*