

October 2, 2018
For Immediate Release

iLOOKABOUT Announces Investment in AI Real Estate Data Management Company

TORONTO, Ontario, Canada – October 2, 2018 - iLOOKABOUT Corp. (TSXV:ILA) (“iLOOKABOUT” or “the Company”) today announced a \$1,000,000 USD equity investment in Cherre Inc., (“Cherre”) a New York-based real estate data company that leverages artificial intelligence to resolve property data from thousands of public, private, and internal sources in real time.

“In April of this year, we announced the commencement of a validated data marketplace initiative with Cherre to work collaboratively on the development of a platform to facilitate a real estate data marketplace utilizing blockchain technology. This investment further augments our ability to collaborate on strategic initiatives, as iLOOKABOUT expands its technology offerings in the United States. From an investment perspective, we will benefit from a strong relationship with a dynamic and progressive company. A company that we believe has the potential to significantly increase its market value thus increasing the value of our investment,” said Gary Yeoman, CEO of iLOOKABOUT Corp.

“We are delighted to have iLOOKABOUT as our partner. We have had the opportunity to work with this very talented group and have great confidence in our ability to collaboratively generate contemporary market tools and platforms that will have a tremendous impact in the North American real estate industry,” stated L.D. Salmanson, CEO of Cherre.

About iLOOKABOUT

iLOOKABOUT is a software, data analytics, data aggregation and visual intelligence company focused on real property. The Company primarily serves the property assessment, property taxation, municipal, insurance, and appraisal sectors, both public and private, in North America. iLOOKABOUT provides powerful data analytics to the real estate industry through its Real Property Tax Analytics software offering. The Company’s proprietary StreetScape imagery and real property focused web-based application, GeoViewPort unifies property related data and enables desktop review of properties. iLOOKABOUT has integrated analytics and workflow management applications into GeoViewPort which create highly valued service offerings for its clients. To augment its technology-based offerings, the Company provides real estate consulting services, with a focus on the Property Tax and Valuation sectors.

About Cherre

With offices in New York, Boston and Tel Aviv, Cherre is the data network for real estate. Led by a dedicated team of technology and real estate experts, Cherre is committed to empowering all stakeholders with an inter-connected data-driven platform. As the leading provider of real estate data, trusted by the world’s foremost investors, banks, insurance companies, and brokerage firms, Cherre’s proprietary platform allows customers to quickly access, verify and augment existing public and private data feeds to gain unparalleled insight and comprehensive coverage of millions of properties. Cherre’s data is constantly updated by observing and learning from countless user interactions, making it the most accurate and

reliable real estate data source. Cherre is privately owned, and its investors include large real estate private equity firms and family offices.

iLOOKABOUT's common shares are traded on the TSX Venture Exchange under the symbol ILA.

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

Contact: Mr. Gary Yeoman, CEO
gary.yeoman@ilookabout.com
1-416-347-7707
www.ilookabout.com