NEWS RELEASE

Pivotree Announces Annual Grant of Equity Incentive Plan Awards

12/8/2023

TORONTO--(BUSINESS WIRE)-- Pivotree Inc. (TSXV:PVT) (“Pivotree” or the “Company”) announced today that it has granted an aggregate of 58,622 restricted stock units (each, a "RSU") to certain executive officers of the Company pursuant to the Company's Equity Incentive Plan (the "Plan"). Each RSU will vest over a period of three years.

A copy of the Plan is attached as Schedule A to the Company's most recent Management Information Circular, which is available on the Company's profile on SEDAR at **www.sedar.com**.

About Pivotree

Pivotree, a leader in **frictionless commerce**, strategizes, designs, builds, and manages digital Commerce, Data Management, and Supply Chain solutions for over 200 major retailers and branded manufacturers globally. With a portfolio of digital products as well as managed and professional services, Pivotree provides businesses of all sizes with true end-to-end solutions. Headquartered in Toronto, Canada, with offices and customers in the Americas, EMEA, and APAC, Pivotree is widely recognized as a high-growth company and industry leader. For more information, visit **www.pivotree.com** or follow us on **LinkedIn**.

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.

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