

# DGTL Holdings Inc.

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10:50 29 Oct 2020

## DGTL says wholly-owned subsidiary, Hashoff inks new 12 month SaaS licensing agreement with one of the world's largest consumer apparel e-commerce companies

DGTL Holdings Inc. (CVE:DGTL) said its wholly-owned subsidiary, Hashoff LLC, has signed a new 12 month SaaS (software-as-a-service) licensing agreement with one of the largest consumer apparel e-commerce companies in the world.

The one-year service agreement was executed directly with this new client and includes monthly software licensing fees with a minimum accumulative value in excess of \$500,000.

The group noted that Hashoff's newest major client is an international leader in the online retail of consumer apparel brands. The new client company is currently operating in over 230 countries, and regions, worldwide with dedicated e-commerce platforms in; the United States, Spain, France, Russia, Germany, Italy, Australia and the Middle East.

### READ: DGTL Holdings says subsidiary Hashoff in SaaS licensing agreement with global leader in online fantasy sports gambling

According to a Brandz market research report, this newest client was ranked fifteenth (15th) on a "Top 50 Global Brand Builders" list, with 2019 FYE sales revenue estimated at over \$30 billion.

In a statement, Phil Frank, acting CRO of Hashoff LLC said the group is "excited to add one of the largest consumer apparel focused e-commerce properties in the world to our growing client portfolio."

"We feel that the D2C e-commerce space is ideal for publisher-led marketing initiatives. Research shows that activating freelance microbloggers, and social media publishers, throughout the buying process, is an increasingly effective method for driving new customer acquisitions, referrals, active engagement, and purchasing behaviors," Frank added.

This is the fifth announcement of a major new Hashoff customer in as many weeks. Major accounts added this month include global leaders in the; online sports fantasy gambling, QSR (quick-service-restaurant) delivery mobile application, online EDU (education) and e-sports marketing sectors. DGTL anticipates more reports of new customer acquisitions, and revenue generation, within the coming months.

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**Price:** 0.66

**Market Cap:** \$22.37 m

#### 1 Year Share Price Graph



August 2020 October 2020 January 2021

#### Share Information

**Code:** DGTL

**Listing:** TSX-V

**52 week High Low**  
 0.85 0.18

**Sector:** Investments and investor services

**Website:** [dgtlinc.com](http://dgtlinc.com)

#### Company Synopsis:

DGTL Holdings Inc. acquires and accelerates innovative and disruptive digital media and advertising technology companies, powered by Artificial Intelligence. DGTL (i. e. Digital Growth Technologies and Licensing) specializes in accelerating fully commercialized enterprise level SaaS (software-as-a-service) companies via a blend of unique capitalization structures. DGTL Holdings Inc.

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