

Ether Capital Announces New Management to Drive Next Phase of Business Growth

Company Appoints Brian Mosoff as CEO and Stefan Coolican as President and CFO

Toronto, ON, July 23, 2018 – Ether Capital Corporation (NEO: ETHC) (“**Ether Capital**” or the “**Company**”) is pleased to announce the appointment of Brian Mosoff as Chief Executive Officer and Stefan Coolican as President and Chief Financial Officer of the Company, effective immediately. Mr. Mosoff and Mr. Coolican will also join Ether Capital’s Board of Directors.

“We’re thrilled to welcome Brian and Stefan to Ether Capital. We have an exciting opportunity to become the central business and investment hub for the Ethereum ecosystem, and their leadership, expertise and experience will bolster the active management of the Company to drive this vision,” said Som Seif, Executive Chairman and Co-Chief Investment Officer of Ether Capital. “Brian and Stefan bring proven expertise in both technology and capital markets to the Ether Capital team, and will complement the deep talent at the Board of Directors level. We are excited for them to engage with shareholders and the Ethereum community to accelerate the Company’s growth and leadership position in the cryptocurrency space.”

Brian Mosoff is an entrepreneur and angel investor focused on blockchain and cryptocurrencies. As an expert in web 3.0 technologies, decentralization and peer-to-peer models, he is an active member of the cryptocurrency community. Since early 2013 he has run a Toronto-based family office that invests in early stage projects such as Ethereum’s 2014 crowdfunding. As Chief Executive Officer of Ether Capital, Mr. Mosoff will be responsible for the sourcing and evaluation of investment opportunities, engaging with the Ethereum community and growing the public profile of Ether Capital.

“I am extremely excited to join Ether Capital,” said Mr. Mosoff. “The collection of talent and expertise assembled at this Company is outstanding, and I look forward to leading it through its next phase of growth and building it into a leading, publicly traded company focused on web 3.0 technologies and the Ethereum network.”

Stefan Coolican was previously a Director in the investment banking group at Cormark Securities, where he spent ten years specializing in corporate finance and M&A advisory for a variety of sectors including technology, cleantech, industrials and media. Most recently, Stefan led Cormark’s investment banking efforts in blockchain and cryptocurrency. He has been an active investor in Bitcoin, Ether and other cryptocurrency projects and protocols since 2015. As President and Chief Financial Officer of Ether Capital, Mr. Coolican will be responsible for the sourcing and evaluation of investment opportunities as well as the finance, operations and investor relations of the Company.

“I’m eager to engage with current and prospective shareholders to raise awareness of Ether Capital,” said Mr. Coolican. “I have been involved in capital markets for my entire career and believe that Ether Capital presents investors with a unique and compelling opportunity to gain exposure to a whole new market through the Ethereum ecosystem.”

This decision was made in consultation with Michael Conn, who concurrently resigned from his position as Chief Executive Officer and Director of the Company. Mr. Conn made significant contributions in establishing a profile for the Company in the technology community and in guiding it through the capital raising and go-public process. The Board of Directors thanks Mr. Conn for his contributions and wishes him the best in his future endeavours. Mr. Conn will continue to serve as an advisor to the Company for an interim period to assist in transitioning the business to the new management team.

As part of Mr. Coolican’s appointment, the Company will be insourcing many of the functions previously provided under a services agreement with Purpose LP, including oversight of financial reporting, insurance and risk management matters, certain organization compliance and administrative services. As a result,

Scott Bartholomew has also resigned from his position as Chief Financial Officer but will remain with the Company for a period to ensure a smooth transition of responsibilities to Mr. Coolican. The Board of Directors wishes to express its gratitude to Mr. Bartholomew for his work implementing and managing Ether Capital's financial reporting and internal controls and appreciates his continued efforts in transitioning the Company to its new management team.

About Ether Capital Corporation

Ether Capital is a Toronto-based technology company whose objective is to become the central business and investment hub for the Ethereum ecosystem. Ether Capital will invest in Ethereum's native utility token "Ether" as a strategic asset, and selectively invest in, or acquire, Ethereum-based businesses. Founded by a highly experienced Board of Directors and management team, Ether Capital has the resources, experience and relationships to support businesses and invest in industry-shifting disruptive technologies. For more information, visit <http://ethcap.co/>

Further Information

For further information concerning this press release, please contact:

Brian Mosoff
Chief Executive Officer
Ether Capital
1-416-583-5541
<http://ethcap.co/>

Stefan Coolican
President and Chief Financial Officer
Ether Capital
1-416-583-5541
<http://ethcap.co/>

Please direct media inquiries to:

Erin Griffin
Kaiser Lachance Communications
erin.griffin@kaiserlachance.com
647-725-2520 ext. 221

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Forward-Looking Information

This press release contains "forward-looking information" within the meaning of applicable Canadian securities legislation. Generally, forward-looking information can be identified by the use of forward-looking terminology such as "plans", "expects" or "does not expect", "is expected", "scheduled", "intends", "anticipates" or "does not anticipate", or "believes", or variations of such words and phrases or statements that certain actions, events or results "may", "could", "would", "might" or "will" occur or be achieved. Forward-looking information includes, but is not limited to, statements in regard to the prospects for blockchain technology and the Ethereum platform, the Company's business and strategy, the use of proceeds from the Offering, and the listing of common shares on the NEO Exchange and timing thereof.

Forward-looking information is subject to known and unknown risks, uncertainties and other factors that may cause the actual results, level of activity, performance or achievements of the Company to be materially different from those expressed or implied by such forward-looking information. Such factors include, but are not limited to: general business, economic, competitive, geopolitical, technological and social uncertainties; uncertainties in regard to the development and acceptance of blockchain technology and the Ethereum platform; uncertain capital markets; and delay or failure to receive board, shareholder or

regulatory approvals. Although the forward-looking information is based on the Company's reasonable assumptions at the date such statements are made, there can be no assurance that the common shares will be listed on the NEO Exchange or that the forward-looking information will prove to be accurate, as actual results and future events could differ materially from those anticipated in such forward-looking information. Accordingly, readers should not place undue reliance on forward-looking information. The Company does not undertake to update or revise any forward-looking information, except in accordance with applicable securities laws.