

Ealixir Inc. Introduces "Ealixir Event Launch"

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MIAMI, FL / ACCESSWIRE / December 22, 2021 / Ealixir Inc. (OTC PINK:EAXR) Ealixir Inc. is pleased to announce the launch of the new service that implements 'instant' communication in 30 countries for its customers' events in a practical, fast and immediately effective way. The new *Ealixir Event Launch* service offers companies a unique opportunity: to promote their own event on an international scale, guaranteeing visibility on over 1200 online newspapers in 30 countries around the world.

Ealixir Inc. makes use of the collaboration of accredited journalists and expert PRs, who will be responsible for developing the most effective editorial plan to promote their client's event, such as: the launch of a new product, an important anniversary, the inauguration of new headquarters. The event will give the opportunity to write articles and press releases to be disseminated in the target countries in the most authoritative newspapers.

Ealixir Event Launch is the only agency that guarantees to know in advance the exact number of press releases that will be produced and to ensure media coverage that will go far beyond the event, through the following steps.

1. **Gathering of information on the event and development of a dedicated editorial plan.**
2. **Publication of articles and press releases in the most authoritative newspapers near the event.**
3. **Guarantee of the most effective SEO positioning.**
4. **Thanks to the produced links, a positive 'reputation cloud' is created for the customer, which will persist even after the event.**

In this regard, Enea Angelo Trevisan, CEO of Ealixir Inc. comments: *'Given our long experience in the field of digital identity, we have understood from the feedback from our customers that a concentration of the message in a short time could open new paths in every field that requires immediate communication. As a company, it is the need to which, with this initiative, we try to respond in the best possible way.'*

About Ealixir Inc.

Founded in Italy in 2018 by Enea Angelo Trevisan, Ealixir Inc. is engaged in providing its clients with the ability to control and edit information posted or otherwise available on the internet. The idea behind Ealixir Inc. is to give people the opportunity to choose the links that appear when someone searches for them on an internet search engine.

The Company provides four services to individuals and businesses, including:

- *Ealixir Removal* - leveraging and enforcing the public's rights under privacy laws, this service aims to protect the online reputation of clients (individuals or corporations) utilizing the Company's innovative technological platform to achieve the removal, de-indexation or the anonymization of negative or unwanted information.
- *Ealixir Story* - through this service, we aim to assist our clients in developing and spreading on the internet a new or revived story about themselves. Frequently following the completion of our Ealixir Removal work, it becomes apparent the need to replace the content which was removed with new and positive content. We thus offer our customers a customized editorial plan, with the aim of developing a new 'story' through a number of articles and features to be published by several online news outlets.
- *NewsDelete* - this service caters to customers concerned about their reputation in financial affairs, as it is portrayed by privately-managed databases such as World-Check, Dow Jones Compliance and LexisNexis, or government list such as the OFAC sanction list. Except in the case of PEPs, we are normally able to procure the removal of the client's name from World-Check or at least a modification of the information on such client contained therein.
- *WebID* is a detailed report of all online content relating to individuals, brands and companies. Based on such report, the client receives an immediate and accurate portrait of the dominant 'sentiment' which is associated with the specific content - whether positive, neutral or negative. We uncover harmful information; we geo-localize online conversations related to the subject and analyze their demographic composition. At the end of this, we then prepare a report which summarizes the strengths and weaknesses, which is delivered to the customer's home or headquarters.
- *Repscore* is our latest offering, which we are in the process of rolling out. It is designed to offer an immediate and broad overview of a person's or company's web reputation. We scan the internet to analyze the sentiment which is mostly associated with the client, and we then assign a score from 1 to 1,000 (where a higher number denotes a more positive sentiment).
- *Ealixir Analytics* collects real-time big data about states, institutions, political parties, candidates and personalities working in these structures. Thanks to the web listening platform, we monitor more than 90 million sources and, with the help of Ealixir algorithms, we are able to identify trends in audience reading in order to propose contents and information of interest. Through a detailed analysis of



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...reaching in order to propose content and initiatives of interest through a website manager. ... sentiment related to specific targets, we identify strategic and business opportunities in target countries and propose communication plans of absolute effectiveness.

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This press release may contain forward looking statements which are based on current expectations, forecasts, and assumptions that involve risks as well as uncertainties that could cause actual outcomes and results to differ materially from those anticipated or expected, including statements related to the amount and timing of expected revenues as well as any payment of dividends on our common and preferred stock, statements related to our financial performance, expected income, distributions, and future growth for upcoming quarterly and annual periods. Actual results and the timing of certain events could differ materially from those projected in or contemplated by the forward-looking statements due to a number of factors among other matters, the Company may not be able to sustain growth or achieve profitability based upon many factors including but not limited to general stock market conditions.. We have incurred and will continue to incur significant expenses in our expansion of our existing business and there is no assurance that we will generate enough revenues to offset those costs in both the near and long term. Additional expansion of our service offerings may expose us to additional legal and regulatory costs and unknown exposure(s) based upon the various geopolitical locations we will be providing services in, the impact of which cannot be predicted at this time.

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