Advance United Holdings Inc. (AUHI) Announces First of Its Kind Digital Platform Connecting Property Owners of Mineral Commodities and Deposits With Developers and Producers

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Toronto, December 6, 2021 - Advance United Holdings Inc. (CSE: AUHI) (FSE: 9I0) (the "Company" or "Advance United") is pleased to announce a new and unique technology platform called Advance United Marketplace, designed for owners of properties bearing mineral commodities and deposits. The platform provides property owners with a means to increase the value of their properties and connect to potential developers including mid-tier exploration companies and large mining and production companies for next-phase development and production.

Figure 1

To view an enhanced version of this graphic, please visit:
https://orders.newsfilecorp.com/files/8072/106823_6da6d5893429e954_001full.jpg

Advance United Marketplace, www.advanceunited.ca/marketplace, is designed to become a large and comprehensive registry of historically explored, documented and promising precious metals, base metals and rare earth deposit properties. The platform brings property owners and producers together in a vertically integrated marketplace. The technology has the potential to disrupt the sleepy mining industry with its historically secretive data sets and models. It's designed to improve universal access, ownership, finance, and development, translating to increased speed, scale, and market offerings as well as services not currently available.

Through the Marketplace platform, Advance United will be onboarding properties with underdeveloped, documented resources and reserves that are non-compliant or not current with National Instrument 43-101, and then increasing value by applying modern exploration techniques to make the property compliant and available for possible acquisition and development.

"The strategy is to take a property at current value and apply our technology, knowledge, and experience to increase the property value significantly so it becomes attractive to a potential purchaser," says Advance United CEO Jim Atkinson. "Our ultimate goal for the platform is to bring a property to the stage where either a mid-tier or major mining company will be interested in acquiring it for significantly more than it was originally worth."

The Advance United Marketplace caters to owners with properties bearing precious metals such as gold, silver, platinum, and palladium. Base metals such as copper, lead, nickel, and zinc. As well as properties with rare earth deposits.

Historic and forgotten properties in many cases have had millions in exploration dollars invested over the last 30-years or more when the price of commodities and minerals such as gold were low and wouldn't have been economical to develop at the time. Many of these properties are now dormant, but still have the potential to be reactivated by applying current, modern, mechanized technology, and contemporary techniques to create qualified reports in the form of National Instrument 43-101 or JORC, that will unlock the recognized and current value. This coupled with current prices significantly increases potential for development.

Advance United will be supporting the platform with a significant North America wide marketing campaign.

"We would like owners of properties bearing mineral commodities and deposits to be aware of Advance

United Marketplace especially the benefit of taking undervalued properties, increasing their value, and then connecting owners to exploration and production companies. The best way to do that is promotion through a marketing program," says Jim Atkinson.

About Advance United

Advance United, headquartered in Toronto, Canada, is traded on the Canadian Securities Exchange in Canada under the symbol "AUHI" and the Börse Frankfurt Stock Exchange in Germany under the symbol "9I0".

Advance United is a different kind of Canadian junior mining company, one designed to succeed where other junior mining companies fail. The Company is involved exclusively in the acquisition and advancement of past producing gold mines - with no intent to bring them back into production or to mine them. Advance United's expertise is in identifying and acquiring undervalued gold properties with significant historical work, which were uneconomic at the time, but can now realize increased economic value at today's price of gold.

The Company funds the development of re-working historic data and applying modern technology to underwrite new qualified reports, document quantifiable resources and reserves to current standards, thereby recognizing the current value.

Advance United recently launched Advance United Marketplace. A technology platform designed for owners of properties bearing mineral commodities and deposits. The platform provides property owners with a means to increase the value of their properties and connect to potential developers including mid-tier exploration companies and large mining and production companies for next-phase development and production.

Advance United's purpose is to bring immediate and long-term value to its partners and shareholders while seeking to eliminate exploration risk, so that we can all advance united.

For additional information about us, our projects, or to find out how you can get involved please visit www.advanceunited.ca/marketplace.

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Forward-Looking Information and Statements

This news release may contain "forward-looking information" within the meaning of applicable securities laws relating to the trading of the Company's securities and the focus of the Company's business. Any such forward-looking statements may be identified by words such as "expects", "anticipates", "intends", "contemplates", "believes", "projects", "plans" and similar expressions. Forward-looking statements in this news release include statements regarding the Company's ability to increase the value of its current and future mineral exploration properties and, in connection therewith, any long-term shareholder value, the Company's ability to mitigate or eliminate exploration risk, and the Company's intention to develop a portfolio of historic gold properties. Readers are cautioned not to place undue reliance on forward-looking statements. These statements should not be read as guarantees of future performance or results. Such statements involve known and unknown risks, uncertainties, and other factors that may cause actual results, performance, or achievements to be materially different from those implied by such statements. Although such statements are based on management's reasonable assumptions, there can be no assurance that the Company will continue its business as described above. Readers are encouraged to refer to the Company's annual and quarterly management's discussion and analysis and other periodic filings made by the Company with the Canadian securities regulatory authorities under the Company's profile on SEDAR at www.sedar.com. The Company assumes no responsibility to update or revise forward-looking information to reflect new events or circumstances or actual results unless required by applicable law.

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