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APPLICATIONS CORP

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FUNDAMENTAL ANNOUNCES FORO TO LAUNCH IN-APP ADS IN EARLY MOVE TOWARDS MONETIZATION

Vancouver, British Columbia, Canada, June 2, 2016 - Fundamental Applications Corp. (“**Fundamental**” or the “**Company**”) (CSE: FUN, FSE: 2FA, OTCQB: FUAPF), a leading developer of innovative smartphone applications targeted toward millennials, announces its launch of in-app ads on its revolutionary Foro Student Marketplace app by Foro Technologies Inc., the Company’s wholly owned subsidiary.

Foro Technologies Inc. has integrated third party ad network SDKs in both versions of its Foro Student MarketPlace app to generate revenue from in-app ads. The move towards monetization is two months earlier than planned and is due to the rapid growth of the Foro user base, which now has over 40,000 registered university users and 10,000 products listed for sale. With the Foro app being used in multiple countries, the Company has selected Facebook’s Audience Network and Admob to serve ads to its users.

“Based on our ongoing results, we believe the time to start monetizing our user base in select regions has arrived. With our recent #2 ranking in Lifestyle and #18 overall in India, we see a great opportunity to accelerate our monetization strategy,” explains Fundamental CEO Brad Moore. “The huge Indian market of 950 million smartphone users is one of the top three mobile advertising markets worldwide. In selecting Facebook’s Audience Network as the agency of choice, we based our decision on our ongoing success using Facebook ads for our own app downloads. The Foro user install base is highly sought after by advertisers willing to pay a premium.”

The Foro Student Marketplace app is leading a revolution in localized buying and selling behaviour on campuses. The Foro app provides users with a fun, easy, and safe experience to turn things they don’t need or want into cash. With the Foro Student Marketplace app users can transact business with trusted individuals, many of whom they may know personally as classmates or through social media, all located at the same campus.

About Fundamental

Fundamental Applications Corp. (CSE:FUN FSE:2FA, OTCQB: FUAPF) designs, develops, markets, and acquires innovative mobile applications targeted at the “Millennials” generation, people born in an age of digital technology, internet access, and smart phones. This demographic is an early adopter of mobile technology, has significant discretionary income, and is lifestyle driven with a willingness to try new things. Fundamental’s three leading mobile platforms are Foro, a peer-to-peer mobile ecommerce marketplace; Truth, a one-to-one anonymous messaging app previously listed in the top 100 social networking apps in the Apple App Store; and Serum™, an app that enables users to post questions to their friends and receive answers anonymously.



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For more information about Fundamental Applications Corp, visit online at www.FunAppCorp.com, or review its company profiles on the SEDAR website (www.sedar.com) and on the CSE website (www.thecse.com). To schedule an interview, please contact:

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Forward-Looking Information:

This press release may include forward-looking information within the meaning of Canadian securities legislation, concerning the business of Fundamental. Forward-looking information is based on certain key expectations and assumptions made by the management of Fundamental. Although Fundamental believes that the expectations and assumptions on which such forward-looking information is based are reasonable, undue reliance should not be placed on the forward-looking information because Fundamental can give no assurance that they will prove to be correct. Forward-looking statements contained in this press release are made as of the date of this press release. Fundamental disclaims any intent or obligation to update publicly any forward-looking information, whether as a result of new information, future events or results or otherwise, other than as required by applicable securities laws.

