



APPLICATIONS CORP

515 W. Pender Street, Suite 242, Vancouver, BC, V6B 6H5

[www.FunAppCorp.com](http://www.FunAppCorp.com)

## **Fundamental Applications Corp. Announces its Advisory Board**

*Leader in mobile technology for the millennial lifestyle accentuates the wealth of business experience on its Advisory Board to elevate the continued growth of the company and its marketplace*

Vancouver, British Columbia, Canada – November 10, 2016 – Fundamental Applications Corp. (“**Fundamental**” or the “**Company**”) (CSE: FUN, FSE: 2FA, OTCQB: FUAPF), a leading developer of innovative smartphone applications for the millennial lifestyle, announced today the members leading its Advisory Board, as the Company continues to raise its profile within the technology industry.

Fundamental, which facilitates a mobile technology experience by integrating interest-based social media with e-commerce, has established an Advisory Board with a wealth of expertise in those business initiatives. The members provide insight for the business as Fundamental’s Foro Student Marketplace app (“Foro”) delivers upon the consumer demand to buy and sell products on mobile devices within a secure local community on college and university campuses worldwide.

“We have a phenomenal collection of business leaders with vast involvement and proficiency across the technology, social media and financial industries, among many others,” said Brad Moore, CEO of Fundamental. “Having knowledgeable, well-respected and highly accomplished members on our Advisory Board positions us to continue the strong growth of the Company and enable Foro to have a major impact in the mobile marketplace.”

*Fundamental’s Advisory Board includes:*

### **Paolo Fidanza**

Paolo Fidanza is the Company’s Chief Strategy Officer. As the co-founder of Opinit LLC (“**Opinit**”), which was acquired by Fundamental earlier this year, he joins the Company with global experience in the social networking, telecommunications and healthcare industries. Fidanza has launched and advised companies on the Canadian Securities Exchange and Frankfurt Exchange. Prior to joining Fundamental, he held positions at Lotus, PriceDoc, JP Selects and Pinot Corporation.

### **Qualid Ladraa**

Qualid Ladraa is the co-founder and Chief Marketing Officer of Opinit. He is the CEO of Qews Entertainment, which executes marketing strategies and plans for leading technology, media and entertainment companies. During his career, Ladraa has held positions at Guess, Ed Hardy and was the co-founder of JP Selects and Vallure. He also served as a judge on Germany’s Next Top Model by Heidi Klum.

# fundamental

APPLICATIONS CORP

515 W. Pender Street, Suite 242, Vancouver, BC, V6B 6H5

[www.FunAppCorp.com](http://www.FunAppCorp.com)

## **Brandon Korff**

Brandon Korff previously served on Opinit's Advisory Board and continues the same role with Fundamental following the acquisition. Korff is co-founder of Miami-based Panoply Properties and was formerly an executive at MTV Networks and Shady Records. Brandon has also held numerous executive positions at National Amusements Inc. (the controlling shareholder of Viacom and CBS) and currently serves on their Board of Directors.

## **About Fundamental Applications Corp.**

Fundamental Applications Corp. (CSE:FUN FSE:2FA, OTCQB: FUAPF) designs, develops, markets, and acquires innovative mobile applications targeted at the "Millennial" 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, is lifestyle driven, and has 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 Opinit, an app that enables users to create and share emotion driven content.

To learn more about Fundamental Applications Corp., please visit [www.FunAppCorp.com](http://www.FunAppCorp.com), or review its company profile on the SEDAR website ([www.sedar.com](http://www.sedar.com)) and on the CSE website ([www.thecse.com](http://www.thecse.com)).

## **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.

## **Company Contact:**

Bradley Moore  
Chief Executive Officer  
Telephone: 514.561.9091  
Email: [info@funappcorp.com](mailto:info@funappcorp.com)  
[www.FunAppCorp.com](http://www.FunAppCorp.com)

## **Media Contact:**

Richard Krueger  
TallGrass Public Relations  
[Richard.Krueger@tallgrasspr.com](mailto:Richard.Krueger@tallgrasspr.com)

###