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## Armada Releases Q1 2018 Results

Mississauga, Ontario, October 27, 2017 - Armada Data Corporation (TSV.V:ARD) reports its interim financial results for the quarter ended August 31, 2017 have now been filed on SEDAR and are available to view on SEDAR at [www.sedar.com](http://www.sedar.com) and the company's web site [www.armadadata.com](http://www.armadadata.com).

### Selected Quarterly Information

Fiscal Year	2018	2017	2017	2017	2017	2016	2016	2016
Quarter Ended	Aug-31 2017	May-31 2017	Feb-28 2017	Nov-30 2016	Aug-31 2016	May-31 2016	Feb-29 2016	Nov-30 2015
Total Revenue	777,838	594,625	568,029	633,385	595,147	611,939	534,779	558,736
Comprehensive Income(Loss) before taxes	199,064	(38,395)	51,733	117,740	144,743	175,057	79,419	34,364
Comprehensive Income per share	\$0.01	\$0.00	\$0.00	\$0.01	\$0.01	\$0.01	\$0.00	\$0.00

The prior periods' comparative figures have been reclassified, where necessary, to conform to the current year's presentation.

The Company's total revenue increased by 31% in the period ended August 31, 2017 to \$777,838 from \$595,147 in the same period a year earlier. Comprehensive income increased to \$199,064 in this quarter, up 38% from \$144,743 at August 31, 2016.

The Insurance Services division experienced an increase in revenue, from \$316,525 in the three months ended August 31, 2016 to \$359,470 in 2017, or by 14%. The increase in revenue was the result of the concerted effort by the Insurance Division to process more claims faster.

The Company has combined the Retail, Dealer and Advertising/Marketing divisions into one segment, known as CarCostCanada, due to the fact that the revenues earned by these divisions comes directly or indirectly from the [carcostcanada.com](http://carcostcanada.com) website, and as the Company has moved into free trial memberships, the business model for the former Retail Services Division has changed. CarCostCanada revenue was up 45% to \$345,791 from \$238,599 in 2016. An increase in dealer sales, along with the expansion into Quebec accounts for this increase in revenue.

The Information Technology division revenue increased by 81% to \$72,577 in the first quarter of fiscal 2018 ended August 31, 2017, from \$40,023 in the same quarter in fiscal 2017. IT continues to offer technical support and web site hosting to hundreds of customers, and is developing new customer relationships on a regular basis, as well as offering new services for sale.

Expenses in this first quarter of fiscal 2018 before amortization increased to \$568,908 compared to \$440,626, a 29% increase over the same period last year. After the many cost-cutting measures to reduce expenses in 2015 and 2016, the largest increase is in salaries and wages, and advertising expense is up due to new radio advertising campaigns.

As a result of the income reported by the Company in this quarter ended August 31, 2017, the Company's deficit decreased to \$(1,007,480) compared to \$(1,260,984) at the quarter ended August 31, 2016. Earnings per share at August 31, 2017 are \$0.01, unchanged from \$0.01 per share at August 31, 2016.

Management does not plan on issuing any dividends until further notice.

### **Segmented Quarterly Information**

Revenues earned by divisions were as follows:

	<b>3 month ended</b>		3 months ended	
	<b>August 31,</b>		August 31,	
	<b>2017</b>	<b>%</b>	2016	<b>%</b>
Insurance Services	<b>\$ 359,470</b>	<b>46</b>	\$ 316,525	53
CarCostCanada	<b>345,791</b>	<b>45</b>	238,599	40
IT Services	<b>72,577</b>	<b>9</b>	40,023	7
Total Revenue – Armada Data Corporation	<b>\$ 777,838</b>	<b>100</b>	\$595,147	100

### **Outlook**

The Company's outlook is to maintain our current growth pattern, and to continue to find new ways to leverage and monetize our new car data, our up-to-date factory incentive platform, and our customer list. The following is a short list of initiatives that Armada is building upon to add shareholder value:

1. Continue to enhance the CarCostCanada new car data, display quality and membership features and benefits.
2. Build upon the existing CarCostCanada national online and traditional marketing and awareness programs, as well as enhancing the membership registration process.
3. Forge new and sophisticated partnerships with our insurance company clients, car business suppliers, and new car marketing agencies to grow the CarCostCanada membership base.
4. Develop new first-to-the-market tools and features that will provide new car buyers with additional tools to improve their new car buying experience and relationships with their new car dealerships.
5. Continue our growth pattern in the Insurance Services division by adding additional Canadian insurance companies to our client list.

### **About Armada Data Corp.**

Armada Data is a Canadian publicly traded Information & Marketing Services Company providing accurate and real-time data to institutional and retail customers, through developing, owning and operating automotive pricing-related web sites and providing information technology and marketing services to its clients.

Armada Data shares are listed on the TSX Venture exchange under the trading Symbol ARD. Armada currently has a total of 17,670,265 shares outstanding.

Additional information relating to Armada Data Corporation is filed on SEDAR, and can be viewed at [www.sedar.com](http://www.sedar.com).

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