

Quarterhill Launches Unified Branding and Announces Presence at Intertraffic Amsterdam Exhibition 2024

2024-04-17

- *Quarterhill Inc. will showcase its full range of transportation solutions for Tolling, Safety and Enforcement, and Logistics under one banner for the first time at this year's Intertraffic*
- *Quarterhill invites Intertraffic Amsterdam 2024 attendees to experience its comprehensive ITS solutions at Stand 01.116, April 16–19, 2024*

TORONTO, April 17, 2024 /PRNewswire/ - Quarterhill Inc. ("Quarterhill" or the "Company") (TSX: QTRH) (OTCQX: QTRHF), a leading provider of tolling and enforcement solutions in the Intelligent Transportation System ("ITS") industry, announced that it will attend and exhibit at Intertraffic Amsterdam for the first time under one unified brand, bringing together its entire portfolio of subsidiaries under the Quarterhill name. The exhibition will take place from April 16–19, 2024.

Quarterhill's newly launched branding reflects the Company's technology-focused trajectory and a fresh direction that showcases and emphasizes software and logistics solutions. At the heart of the Company's rebrand is the launch of its new website, www.quarterhill.com. The website was designed to simplify the user experience—enabling customers all around the world to find the products, services, and solutions they need quickly and intuitively.

Quarterhill's subsidiaries — Electronic Transactions Consultants (ETC), International Road Dynamics (IRD), Icoms Detections, Sensor Line, and VDS — will exhibit at Intertraffic 2024 together under one banner, showcasing the comprehensive service offerings that span three specialized divisions: Tolling, Safety & Enforcement, and Logistics.

Intertraffic Amsterdam is recognized as the leading global exhibition in the field of critical transportation infrastructure, a key event for traffic technology and mobility professionals from around the world. The event provides an open platform where visitors and industry experts can experience Quarterhill's vast array of solutions that are driving transportation forward — further, faster, and smarter.

Visit Quarterhill at Stand 01.116, where the Company will provide insight into the capabilities and synergies offered across its entire portfolio.

About Quarterhill

Quarterhill is a leading provider of tolling and enforcement solutions in the Intelligent Transportation System (ITS) industry. Our goal is technology-driven global leadership in ITS, via organic growth of our tolling and enforcement businesses, and by continuing an acquisition-oriented investment strategy that capitalizes on attractive growth opportunities within ITS and its adjacent markets. Quarterhill is listed on the TSX under the symbol QTRH and on the OTCQX Best Market under the symbol QTRHF. For more information: www.quarterhill.com.

Forward-looking Information

This news release contains forward-looking information and forward-looking statements within the meaning of applicable Canadian securities laws (collectively, "forward-looking statements"). Such forward-looking statements relate to future events, conditions or future financial performance of Quarterhill based on future economic conditions and courses of action. All statements other than statements of historical fact may be forward-looking statements. Such forward-looking statements are often, but not always, identified by the use of any words such as "seek", "anticipate", "budget", "plan", "goal", "expect" and similar expressions. In particular, this news release contains forward-looking statements pertaining to, but not limited to, the following: the Company's business plan; anticipated financial and operational results of Red Fox; integration of Red Fox into the Company's business; future investment in the Red Fox product platform; and the impact of the Red Fox acquisition on Quarterhill's financial results.

Forward-looking statements involve known and unknown risks, assumptions, uncertainties and other factors that may cause actual results or events to differ materially from those anticipated in such forward-looking statements. Material risk factors that could cause actual results to differ materially from the forward-looking statements contained in this news release include, among others, demand for Quarterhill's products and services; general economic and market conditions; competition; risks relating to technological advances and cyber-security; and other risks set forth in the Company's most recent annual information form available on SEDAR+ at www.sedarplus.ca. The Company believes the expectations reflected in the forward-looking statements are reasonable, but no assurance can be given that these expectations will prove to be correct and such forward-looking statements included in this news release should not be unduly relied upon. Material factors and assumptions used to develop the forward-looking statements contained in this news release include, among others: Quarterhill's ability to execute on its business plan; stock exchange approval of the Red Fox acquisition; successful integration of Red Fox; demand for Quarterhill's products and services; operating assumptions; and financial projections and cost estimates. Quarterhill has no intention, and undertakes no obligation, to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

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