

FOR IMMEDIATE RELEASE

Boca Capital Group Announces Investment in Zemplee Inc.

Building Artificial Intelligence Based Solution for Assisted Living

FLORIDA, February 10, 2020/PRNewswire/ -- Boca Capital Group (BCG), a Boca Raton, FL based investment company announces today that it has made a strategic investment in Zemplee, a revolutionary start-up with its sole purpose of building artificial intelligence based assisted living. The investment is following the rapid growth of 100 installations and successfully laying groundwork with policy makers and insurance companies to bring technology to the aging community.

"I am delighted Boca Capital invested in us. 2020 is an incredibly important year for Zemplee as we ramp up our business and validate our business concepts. With the funding from BCG and the insights from its executives, we expect to accelerate the optimization of our AI stack and scale our customer base. This is a great day for the elderly care market as we continue our journey to deliver transformational software to elderly care providers so everyone's parents and grandparents are cared for with the dignity they deserve." - Aparna Pujar, Founder and CEO of Zemplee Inc.

"We invested in Zemplee because we are impressed by Aparna's vision and energy. She clearly understands the inter-connections between medical services and technology advancement and is a leading expert in artificial intelligence." said William Hurley, President/CEO of Boca Capital. "We are excited to be part of the journey and will work with the company to realize its potentials".

Zemplee will continue to cultivate their existing partnerships which will drive growth and utilize a digital marketing campaign to onboard several more seniors to its platform.

About Zemplee: We provide world-class advanced technology designed with your elders in mind. Hardware placed strategically in homes or independent living units track daily living activities so you can monitor their wellbeing from a distance. Sensor-based systems are non-intrusive. Unlike a video or voice-based monitoring system, there is no compromise on privacy. AI powered applications intelligently distinguish between normal, routine behavior and distress scenarios and keep family members notified. A companion mobile app gives you access to real time status about dining habits, medication intake, activity level, sleep patterns, and other important details. Find more information about Zemplee Inc. at www.zemplee.com.

About Boca Capital Group: We create wealth for our clients by purchasing and developing Real Estate, investing in Small Businesses, and providing Management Consulting Services. Through our three pillars of excellence, we help entrepreneurs and small businesses reach higher levels of success and prosperity. We can do this by making an equity investment in businesses and partnering with them to strengthen the company's market position, expand its customer reach and grow its enterprise value. Find more information about Boca Capital Group at www.boca-capital.com.