

Contact:

Michael E. Lakshin
Chairman of the Board and President
212-398-0002, ext. 519
Michael.Lakshin@bowmo.com

**BOWMO™, INC., EXPANDS INTO NEW INTERNATIONAL MARKETS;
RECRUITING UKRAINIAN HR PROFESSIONALS.**

NEW YORK, NY, August 23, 2022 – bowmo™, Inc., a New York City-based HR-Tech company (“bowmo”, “Company”), has announced its expansion into new international markets by recruiting talented IT professionals in the European Union (“EU”). Concurrently, bowmo management is working to expand the Company’s recruiting operations and retain Ukrainian recruiters to speed up the reach of qualified candidates in targeted EU markets.

Following the broadened market reach of bowmo’s largest corporate client, Endeavor Group Holdings, Inc. (NYSE: EDR), (“Endeavor”, “ Holding”), bowmo has been engaged to fulfill multiple strategic senior IT positions for the Endeavor Group of Companies in Bulgaria, Lithuania, Estonia, Croatia, Czech Republic, Austria, Finland, Poland, and Germany.

In order to speed up the preselection of qualified candidates for the Endeavor Group of Companies in the EU, bowmo’s management decided to outsource professional recruiters based in Ukraine who are more familiar with HR markets in the EU.

“Our mission is to find perfect candidates for Endeavor in the EU while helping Ukrainian HR professionals withstand the hardships created by the Russian invasion,” said Edward Aizman, Founder & CEO of bowmo, Inc.

About bowmo™, Inc.

bowmo’s (“the Company’s”) vision is to complete its Vertically Integrated Business Model (VIBM) capable of providing services and added value to all segments of the HR-Tech market in the US and worldwide.

bowmo’s goal is to constantly improve the Company’s HR-Tech platform to address present and future market needs ahead of completion by offering a unique combination of proprietary AI-based technology with a do-it-yourself sourcing experience able to match candidates to jobs without having to use keyword searches or Boolean strings.

bowmo's AI-driven platform will automate the end-to-end hiring processes with its AI-based matching engine while providing just-in-time content, resources, and tools, such as video interviewing and cultural and technical assessments so that hiring organizations can vet their candidates (bowmo: Software as a Service [SaaS]).

The bowmo VIBM will be complemented by our Recruiting as a Service (bowmo: RaaS), which allows clients to outsource the management of the recruiting process (RPO). The bowmo RaaS offering will complement the Company's improved HR-Tech platform by offering bowmo's clients with a choice of high-touch and high-tech services strategically geared to market needs and objectives.

In addition, bowmo's VIBM offers unique added value via e-Learning programs by Interview Mastery® and Selecting Excellence™, designed by Michael R. Neece, one of the true pioneers in the HR e-Learning field. Both programs have been continually improving in order to solve the challenges of today's job-market realities for more than 20 years.

The Company's clients receive assistance across all recruiting functions, such as job-description development, branded career-page management, pre-employment and cultural assessments, and a video interview platform—all managed by a team of experienced recruiters.

With the bowmo HR-Tech platform as a foundation for the Company's VIBM—performing matching and sourcing at the core—bowmo is reshaping how businesses find talent and provide a quality on-demand experience.