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FINRA APPROVES THE REVERSE SPLIT FOR BOWMO, INC.

NEW YORK, NY, October 9, 2023 – bowmo™, Inc. (OTC: BOMO), a New York City–based HR-Tech company (“bowmo,” “the Company”), received the approval of the Reverse Split corporate action (“R/S”) from FINRA on October 9, 2023.

The details of the R/S are as follows:

- 1 for 1,000 Reverse Split
- Pre-split shares: 33,360,984,221
- Post-split shares: 33,360,985
- Daily list announcement date: 10/9/2023
- Market effective date: 10/10/2023
- Transfer agent responsible for processing corporate action: **Madison Stock Transfer**
- When shares will be available to the transfer agent: 10/10/2023
- For a reverse, a “D” will be placed on the ticker symbol for 20 business days; after 20 business days, the symbol will then change back to **BOMO**

The R/S will bring down the number of outstanding shares from billions to millions while increasing the price per share. This strategy aims to attract institutional investors to any upcoming capital raises, including, but not limited to, the Reg A Offering, making bowmo’s securities accepted by more qualified Broker-Dealers.

“We are hopeful that such an important milestone will help bowmo to resurrect our momentum and accelerate strategic initiatives and alliances that stalled during FINRA’s review. We are also looking forward to regaining shareholder confidence and trust in bowmo’s ability to keep moving forward toward the Company’s ultimate vision,” said Michael E. Lakshin, bowmo’s President and Chairman of the Board.

About bowmo, Inc.

bowmo’s vision is to complete its Vertically Integrated Business Model (“VIBM”) capable of providing services and adding 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 the competition 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 a choice of high-touch, 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.

Cautionary Statement Regarding Forward-Looking Statements

This press release contains certain forward-looking statements that involve substantial risks and uncertainties. When used herein, the terms “anticipates,” “expects,” “estimates,” “believes,” “will,” and similar expressions—as they relate to us or our management—are intended to identify such forward-looking statements.

Forward-looking statements in this press release or hereafter, including in other publicly available documents filed with the Securities and Exchange Commission, reports to the stockholders of the Company; and other publicly available statements issued or released by us involve known and unknown risks, uncertainties, and other factors that could cause our actual results, performance (financial or operating), or achievements to differ from the future results, performance (financial or operating), or achievements expressed or implied by such forward-looking statements. Such future results are based upon management's best estimates reflecting current conditions and the most recent results of operations. These risks include, but are not limited to, the risks set forth herein and in such other documents filed with the Securities and Exchange Commission (the “SEC”), each of which could adversely affect our business and the accuracy of the forward-looking statements contained herein. Our actual results, performance, or achievements may differ materially from those expressed or implied by such forward-looking statements.

These forward-looking statements are subject to a number of known and unknown risks, uncertainties, and assumptions, including those described under the sections entitled “Risk Factors” and “Management's Discussion and Analysis of Financial Condition and Results of Operations” and elsewhere in the Company's filings with the Securities and Exchange Commission as may be updated in the Company's

other periodic filings with the SEC. Moreover, the Company operates in a very competitive and rapidly changing environment. New risks emerge from time to time. It is not possible for management to predict all risks, nor can the Company assess the impact of all factors on the Company's business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements the Company may make. In light of these risks, uncertainties, and assumptions, the future events and trends discussed in this press release may not occur or continue, and actual results could differ materially and adversely from those anticipated or implied in the forward-looking statements.

Any forward-looking statements made herein speak only as of the date of this press release. Except as required by applicable law, the Company undertakes no obligation to update any of these forward-looking statements for any reason after the date of this press release or to conform these statements to actual results or revised expectations. Any forward-looking statements do not reflect the potential impact of any future acquisitions, mergers, dispositions, restructurings, joint ventures, partnerships, or investments the Company may make.

These forward-looking statements are based upon information available to the Company as of the date of this press release, and although the Company believes such information forms a reasonable basis for such statements, such information may be limited or incomplete; and statements should not be read to indicate that the Company has conducted an exhaustive inquiry into, or review of, all potentially available relevant information. These statements are inherently uncertain, and investors are cautioned not to unduly rely upon these statements.