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CYBERSECURITY EXPERT JOINS BOWMO TO BUILD INDUSTRY VERTICAL AND BE ADVISORY CISO

NEW YORK, NY, February 12, 2024 – bowmo™, Inc. (OTC: BOMO), a New York City-based HR-Tech company (“bowmo,” “the Company”), announced today that it has retained the services of Heather L. Axworthy, CISSP,¹ SANS GMOB,² a cybersecurity expert, to help guide the development of bowmo’s cybersecurity vertical products. “Leveraging bowmo’s universal core platform (“Platform”), augmented with AI and XR capabilities, we will help create an unmatched user experience by building unique, targeted virtual spaces designed for each vertical market” Axworthy stated in a recent interview. Axworthy will also act as the company’s advisory Chief Information Security Officer (CISO).

Axworthy is a senior cybersecurity engineer with deep and diverse expertise securing and protecting many of the largest, most sensitive, and most valuable computing assets and networks in the world. She possesses a deep understanding of the key challenges in the industry and has already identified several possible uses for bowmo’s AI- and XR-powered platform. She possesses a unique combination of technical excellence and strong business acumen.

Axworthy has more than 20 years of experience in secure network architecture design (Zero Trust and Microsegmentation) for private cloud, public cloud (AWS, Azure, GCP), and hybrid-cloud architectures. She also has more than 11 years in technical pre-sales as a field-chief information security officer and solutions architect in the New York metro region.

Axworthy holds an undergraduate degree from Boston College and an Executive MBA from Northeastern University. She is also studying toward a graduate diploma in Artificial Intelligence (AI) at the University of Oxford, in England.

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 and core platform to address present and future market needs ahead of the competition by offering a unique combination of proprietary AI- and XR-based technologies with a do-it-yourself sourcing experience able to match candidates to jobs without having to use keyword searches or Boolean strings.

¹ Certified Information Systems Security Professional <https://www.isc2.org/Certifications/CISSP>

² GIAC Mobile Device Security Analyst <https://www.giac.org/certifications/mobile-device-security-analyst-gmob/>



bowmo's AI- and XR-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 our 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, preemployment 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.

About OWNverse, LLC.

OWNverse is a virtual platform that developed a unique set of tools for creating targeted products and services for virtual spaces ("Metaverses") by using the technology stack available through widely used Web2 platforms driven by AI.

OWNverse allows the integration of such tools to elevate the dimensionality of products and services while offering such products and services within the spatially immersive 3D Internet—Web3.

OWNverse aims to empower all users to become co-creators of the content. The main ideology is to supply all necessary and already proven tools to provide real value for businesses and create a collaborative virtual community.

Additional Information and Where to Find It

Additional information is available on the Company's website: <https://www.bowmo.com>. In addition, other information related to the Company is available at the SEC's website at: www.sec.gov, or by directing a request to: bowmo, Inc., 99 Wall Street, Suite 891, New York, NY 10005; or by phone at 212-398-0002.

Cautionary Statement Regarding Forward-Looking Statements

This Current Report, including Exhibit 99.1 attached hereto, 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 Current Report, including Exhibit 99.1 attached hereto, or hereafter, including in other publicly available documents filed with the Securities and Exchange Commission (the “SEC”), 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 reflect management’s best estimates based upon 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, 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 Quarterly Report on Form 10-Q for the fiscal quarter ended September 30, 2022, filed with the SEC on November 21, 2022, 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, and 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 while 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.