

Investor Relations:

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Location Based Technologies, Inc. CEO Letter to Shareholders

IRVINE, Calif. September 6, 2018 Location Based Technologies® Inc. ([OTCBB:LBAS](#)) CEO, Dave Morse, has released a letter to shareholders.

Dear Shareholders,

This is a special update focused upon the formalization and expansion of our valued relationship with Yepzon Inc.

Both companies have entered an agreement to form a Joint Venture as a limited liability company, registered in the State of Nevada, under the name: Tracking Solutions, LLC. The focus of this Joint Venture is upon the Consumer personal tracking market located in the USA, Canada and Mexico. This market primarily includes the tracking of children, elderly and pets. By combining collective knowledge, skills, and assets the companies will achieve more and have a much greater impact on the personal tracking markets in these targeted territories.

The jointly desired outcome is simple and two-fold: become the recognized leader/provider of personal trackers in the US, Canada and Mexico; and, to dramatically increase the size of our personal tracker customer base. This will be accomplished through increased sales channels providing high value to cost and delivering the best quality and form of GPS/cellular based trackers (with full integration of other supporting location technologies such as Wi-Fi, BLE, Cell-ID, etc.).

LBT has a long history of award winning customer service. LBT will immediately begin to provide the same quality of customer service to all existing Yepzon USA customers as well for the new Tracking Solutions customers. Yepzon USA will like-wise take the lead on sales and marketing functions by leveraging in-process expansion into strategic brick-and-mortar retail stores along with its robust push into the online markets.

Jointly, each company's product and solution match existing market needs. The Yepzon Freedom tracker delivers an "on demand" lower service cost solution with simplicity, elegance and style. LBT's Pocketfinder+ device is a full featured, time-interval based tracker that meets the needs of those Consumers who desire a constant tracking solution – with the same elegance and style! The companies share a rigorous customer centric approach with fanatic focus on high quality, technology leading products and services. These values will not change.

Each member retains all rights and privileges for their respective proprietary software and intellectual property. Each member will also be free to independently pursue Commercial/Business applications utilizing personal or vehicle trackers.

Mr. Juha “John” Kiesi, CEO of Yepzon Inc., states: “Yepzon sees consolidating consumer tracking market as a fundamental step in preparing for future growth. Shared marketing, distribution channels and best practices, together with obvious synergies at back office and support functions help us reach our mutual goals faster and maintain the technology and service lead.”

The creation of this Joint Venture fulfills our previously stated “initial M&A step” to join the Consumer personal tracking business of PocketFinder with Yepzon Inc.’s Consumer initiatives. We seek to deliver a win-win for existing and future customers who are looking for top quality GPS/cellular based personal tracking solutions for family use in our combined effort to drive growth and wider acceptance of use within the accelerating IoT market.

Sincerely,

David M. Morse, PhD
CEO

Forward Looking Statements

This letter contains certain forward-looking statements of our intentions, hopes, beliefs, expectations, strategies, and predictions with respect to future activities or other future events or conditions within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. These statements are usually identified by the use of words such as “believe,” “will,” “anticipate,” “estimate,” “expect,” “project,” “plan,” “intend,” “should,” “could,” or similar expressions. These statements are only predictions and involve known and unknown risks, uncertainties and other factors. Actual results may materially differ from the results, levels of activity, performance or achievements, express or implied by these forward-looking statements.

Although we believe that the assumptions underlying the forward-looking statements contained in this report are reasonable, any of the assumptions could be inaccurate, and, therefore, there can be no assurance that the forward-looking statements included in this report will prove to be accurate. We will not update these statements unless the securities laws require us to do so. Accordingly, you should not rely on forward-looking statements because they are subject to known and unknown risks, uncertainties, and other factors that may cause our actual results to differ materially from those contemplated by the forward-looking statements.