



FOR IMMEDIATE RELEASE

APOLLO ENTERPRISE SOLUTIONS, LTD. (“AES”) (AES:BH, OAL:GR) TO LAUNCH TRUEWEALTHMANAGER™ PRODUCTS IN EU, SWITZERLAND AND UK

Los Angeles, California, May 23, 2017 – Apollo Enterprise Solutions, Ltd. (“AES”) (AES:BH; OAL:GR), an industry leader in revolutionizing customer conversion, announced the launch of TrueWealthManager™ and TrueFundManager™ in three new markets: the EU, Switzerland and the U.K. These two highly innovative products use AES’ Psychographic Conversion™ technology to enhance client interaction, procurement and retention for HNWI Managers, Fund Managers and Family Offices. By offering customized, Artificial Intelligence-driven communications and marketing, TrueWealthManager™ and TrueFundManager™ enable mid- to large-size wealth and fund platforms to be competitive with boutique platforms. The U.S. market launch is projected for the end of 2017.

Joseph Konowiecki, AES’ President and CEO, commented, “AES management recognizes that the Asset Management sector is undergoing a tectonic shift in terms of customer expectations. Our new product seeks to level the playing field for small and large asset managers in attracting new investors, as well as in maintaining high-quality communication throughout the working relationship.”

For more information on TrueWealthManager™ or TrueFundManager™, please contact:

Andreea Porcelli
Managing Director TrueWealthManager™
Apollo Enterprise Solutions, Ltd.
aporcelli@aestruel.com

About AES

AES’ TrueConversion™ Artificial Intelligence Platform, powered by Psychographic Conversion™ AI Technology, enables financial institutions, healthcare organizations, banks, utilities, merchandisers, and enterprises in many other industries to enhance their member, customer and client experiences while increasing conversion rates for enrollment, services, and payments. The Psychographic Conversion™ AI technology uses advanced behavioral psychology, linguistics and data analytics to persuade consumers to take immediate action, at any time, from anywhere, using any smart device. The TrueConversion™ Artificial Intelligence platform is available on all continents through third-party Certified Systems Integrators and Consultants, supported by AES offices in Los Angeles, New York, London, and Sydney. AES owns one of the largest worldwide portfolios of customer conversion patents. More information about Apollo Enterprise Solutions, Ltd. (AES:BH; OAL:GR) is available at <http://www.aestruel.com>.

AES Contact:

LuAnne Woodbridge, Interim CFO
001 (562) 513-3709
lwoodbridge@aestruel.com