

PIONEER

PIONEER ANNOUNCES APPOINTMENT OF NEW DIRECTOR

Closes Additional Tranche of Financing

VANCOUVER, BC, December 6, 2021- Pioneer Media Holdings Inc. (CSE: PNER, AQSE: PNER) (“**Pioneer**” or the “**Company**”) is pleased to announce the appointment of Julia Becker to its board of directors, effective November 29, 2021.

Ms. Becker is an experienced and accomplished capital markets and investor relations professional with over a decade of business development and marketing experience. Ms. Becker is the Founder and President of Strike Communications Inc., a boutique capital markets advisory firm specializing in technology, media and gaming. She has extensive experience developing and executing integrated stakeholder communications and capital market strategies for private and publicly-traded companies. Ms. Becker is currently the VP, Investor Relations for CloudMD Software and Services, a healthcare technology company transforming the delivery of care. Previous to CloudMD, she was the Head of Investor Relations for Enthusiast Gaming, the world’s largest platform of communities for gamers and esports fans. She currently sits on the Advisory Board of Paidia Gaming, a private, women-focused gaming platform, creating a safe, inclusive gaming community for women and allies.

Concurrent with her appointment, the Company has authorized and approved 250,000 incentive stock options to be granted to Ms. Becker under its incentive stock option plan. The options have an exercise price of \$1.75 per share and an expiry date of November 29, 2026, and will vest periodically over the next 36 months.

Ms. Becker is considered to be an independent director within the meaning of Canadian Securities Administrators National Instrument 52-110 *Audit Committees*.

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Pioneer also announces that further to its news release of October 28, 2021, it has raised an additional C\$400,000 on a non-brokered private placement basis through the sale of 400,00 units at C\$1.00 per unit. Each unit consists of one common share and one common share purchase warrant (exercisable at C\$1.50 for 24 months from the date of closing subject to acceleration). This brings the total raised through this private placement to C\$1,503,932, through the sale of 1,503,932

The Company intends to use the funds raised to acquire additional investments in Web3, NFT-Gaming, eSport, mobile gaming, and related sectors.

All securities issued under the placement are subject to a statutory hold period of four months plus a day following the date of closing.

About Pioneer Media Holdings Inc.

Pioneer is an investment issuer that actively invests in and acquires a diversified portfolio of early-stage to mid-level companies in web3 including NFTs, NFT gaming and Tokenized Communities together with investments in esports and mobile gaming. Pioneer's management team leverages its global network to provide investors with access to investments not normally available to the average retail investor.

The current Pioneer portfolio includes investments such as: Leaf Mobile Inc. (TSX: LEAF), a leading free-to-play mobile games group; Guild eSports plc (LON: GILD), a global eSports business headquartered in London whose lead investor is David Beckham; Dynasty eSports Pte Ltd, creators of the world's leading white-label Gaming Ecosystem Management solution, partnering exclusively on a B2B basis with Tier 1 telco's and large media organisations; and NFT Investments plc, a London based investment company focused on non-fungible tokens ("NFTs").

Pioneer will continue its focus on web3 investments, including investments in businesses in the NFT, NFT gaming and tokenized community sectors.

Additional information about Pioneer is available at www.sedar.com.

ON BEHALF OF PIONEER MEDIA HOLDINGS INC.

"Mike Edwards"

CEO & Director

Forward Looking Statements

This news release may contain "forward-looking" statements and information relating to the Company, the funds to be raised, and the use of any such funds that are raised, that are based on the beliefs of Company management, as well as assumptions made by and information currently available to Company management. There is no assurance the Company will use the funds raised as outlined above. The Company does not undertake to update forward-looking statements or forward-looking information, except as required by law.

The information contained within this announcement is deemed by the Company to constitute inside information as stipulated under the Market Abuse Regulations (EU) No. 596/2014. Upon the publication of this announcement via a Regulatory Information Service, this inside information is now considered to be in the public domain.

Neither the Canadian Securities Exchange nor any Market Regulator (as that term is defined in the policies of the CSE) accepts responsibility for the adequacy or accuracy of this release.