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SUCCESS™ Space to Bring Coworking Solution to Northern Virginia

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STAFFORD, Va. – SUCCESS Space is taking “work from home” to another level.

SUCCESS™ Space, a subsidiary of eXp World Holdings, Inc. (Nasdaq: EXPI) announced it has signed a franchise agreement with local business entrepreneurs, Dr. Fallon Hutcherson and Felicia Minor-Calliste, to open a coworking location in the Stafford County area of Northern Virginia.

Designed to meet the demand for a suburban, modernized workspace, the SUCCESS Space in Stafford County includes coworking office spaces, an express SUCCESS Cafe™, certified SUCCESS Coaching™, and a SUCCESS World™ metaverse. The coworking space aims to support and enhance the growth of local business professionals and solopreneurs that are both socially minded and technically savvy.

“When we learned about the SUCCESS Space model, we were immediately interested in investing,” said Dr. Hutcherson. “The coaching, cafe and coworking model aligned perfectly with the business ventures we were considering and with our growth goals for ownership opportunities. This is a unique concept in Stafford County and surrounding communities, meeting an important and unsatisfied need for those in the area. We look forward to meeting that need, while also fostering the growth of our professional community.”

The pair, both longtime residents of Stafford County, bring a variety of business experience to the table. Both have previously held high-level roles in program management and analytics for technology, governmental and federal agencies. This combination of skills primes the duo as the perfect candidates for the SUCCESS Space business model, allowing them to further their management expertise while running the day-to-day operations of their location.

By targeting suburban retail areas, SUCCESS Space supports professionals closer to home and meets the various needs of entrepreneurs with business support resources traditionally reserved for large companies. This revolutionary coworking concept offers rent-by-the-minute office space, giving local businesses and professionals the power to rent offices on an as-needed basis in both short-term and long-term commitments. These innovative environments facilitate conversation and collaboration among communities through certified coaching services and by offering a

contemporary event space designed to bring local professionals together. Each location offers access to its own metaverse, which gives professionals from all over the world an online platform to connect outside of a physical location. Whether its users are meeting for business, coffee or happy hour, SUCCESS Space is an innovative private space to think deeply, meet together and ideate.

“There is immense growth potential in the Stafford County and we’re excited to have Felicia and Fallon on board to spearhead our expansion into an untapped market,” said Ted Laatz, President of SUCCESS Space. “Their commitment to the model and belief in the offering we’ve built is something we’re always looking for in our owners, and we’re thrilled to have them as a part of our Founder’s Club.”

As an emerging franchise concept, SUCCESS Space is expanding nationally with both single and multi-unit franchise operators. Ideal franchisees have a strong vision for how “work” is evolving. SUCCESS Enterprises is looking for smart businesspeople to invest in their local communities who have a background in entrepreneurship, leadership, small business management and retail. Well-capitalized investors and entrepreneurs with investment capital ranging between \$454,650 and \$776,150 are encouraged to apply.

To learn more about SUCCESS Space and its franchise opportunities, visit <https://successfranchise.com/>

About SUCCESS™ Space

Backed by parent company eXp World Holdings, Inc., the SUCCESS Space model developed by SUCCESS Enterprises is a concept that is revolutionizing the coworking model. Offering highly flexible on-demand rentals, access to onsite professional business coaching, virtual world communication technology, full-service cafes and the backing of the SUCCESS brand, SUCCESS Space locations are a new kind of coworking solution with a focus on servicing suburban communities. As the leading voice of personal and professional development for nearly 125 years, SUCCESS Enterprises is using the SUCCESS Space business model to complement its mission to enhance the way people collaborate and cowork. For more information visit www.successfranchise.com

About SUCCESS Enterprises

SUCCESS® Enterprises, a multi-platform media company, is the leader in personal and professional development, offering content, resources and training to inspire, motivate and educate. Its flagship property, SUCCESS® magazine, was founded in 1897 by achievement philosopher Orison Swett Marden. In addition to the printed magazine, companion media properties within SUCCESS Enterprises include SUCCESS.com, SUCCESS Coaching, SUCCESS Space, podcasts, newsletters, digital training courses, and Achievers All-Access, an online platform that further expands resources and training for its members. SUCCESS Enterprises is owned by eXp World Holdings, Inc. (Nasdaq: EXPI). For more information visit www.success.com.

Safe Harbor Statement

The statements contained herein may include statements of future expectations and other forward-looking statements that are based on management's current views and assumptions and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements. Such forward-looking statements speak only as of the date hereof, and the company undertakes no obligation to revise or update them. These statements include, but are not limited to, statements about expansion of the SUCCESS® business model; demand for personal and professional development resources; and revenue growth and financial performance. Such statements are not guarantees of future performance. Important factors that may cause actual results to differ materially and adversely from those expressed in forward-looking statements include changes in business or other market conditions; the difficulty of keeping expense growth at modest levels while increasing revenues; and other risks detailed from time to time in eXp World Holdings, Inc.'s (Nasdaq: EXPI) Securities and Exchange Commission filings, including but not limited to the most recently filed Quarterly Report on Form 10-Q and Annual Report on Form 10-K.