



Apollo Silver Engages CDMG for Marketing Services

VANCOUVER, British Columbia, Aug. 18, 2025 -- **Apollo Silver Corp.** ("**Apollo**" or the "**Company**") (TSX.V:APGO, OTCQB:APGOF, Frankfurt:6ZF0) is pleased to announce that it has engaged Creative Direct Marketing Group, Inc. ("CDMG"), an arm's-length service provider, to provide marketing and advertising services for an aggregate total of US\$1,620,357 (the "Agreement"), payable in tranches, in accordance with the policies of the TSX Venture Exchange ("TSXV") and applicable securities laws. Based in Nashville, Tennessee, CDMG specializes in marketing, advertising, and public awareness across various sectors, including mining and metals.

Pursuant to a work order dated May 16, 2025, the Company initially engaged CDMG to develop creative content for potential marketing and advertising campaigns. The Company has entered into subsequent work orders dated August 14, 2025, authorizing CDMG to proceed with a marketing and advertising campaign focused on increasing investor awareness through online platforms and physical marketing, including direct mail. The campaign is expected to commence in September 2025 and continue through November 2025. The CDMG Agreement contains no performance-based conditions, and CDMG will not receive any securities of the Company as compensation. The principals of CDMG have confirmed that they have no direct or indirect interest in the Company or its securities and no right or intention to acquire such an interest.

The Agreement is subject to the approval of the TSXV.

About Creative Direct Marketing Group, Inc.

CDMG was founded in 1985 by Craig Huey, a multiple award-winning expert in direct response marketing, direct mail, targeting strategy, and accountable advertising. CDMG is a traditional marketing agency, which practices direct response advertising, including the use of thoroughly tested and responsive copy messaging, a comprehensive multi-pronged delivery strategy, creating innovative yet cost-effective tactics.

Incentive Awards

Pursuant to the Company's Omnibus Incentive Plan (the "Plan") dated December 12, 2024, and TSXV policies, the Company's Board of Directors has approved the annual grant of stock options ("Options"), Restricted Share Units ("RSUs") and Deferred Share Units ("DSUs") to certain employees, officers, directors and consultants.

The Company granted Options to purchase an aggregate of 4,415,000 common shares of the Company (each, a "Common Share"), with an exercise price of \$0.44 per Common Share. The Options will vest in three equal tranches over a 24-month period. Once vested, each Option is exercisable into one Common Share for a period of five years from the date of the grant.

The Company also granted a total of 2,350,000 RSUs and 1,400,000 DSUs. The RSUs will vest in three equal tranches over 36 -months. Once vested, each RSU and DSU entitles the holder to receive one Common Share. DSUs may only be settled once a director ceases to serve on the Company's Board of Directors.

About Apollo Silver Corp.

Apollo is advancing one of the largest undeveloped primary silver projects in the US. The Calico Project hosts a large, bulk minable silver deposit with significant barite credits – a critical mineral essential to the US energy and medical sectors. Additionally, the Company has optioned Cinco de Mayo Project in Chihuahua, Mexico, which is host to a major CRD deposit that is both high-grade and large tonnage. Led by an award-winning management team, our growth strategy is matched only by the scale of the opportunity in front of us.

Please visit www.apollosilver.com for further information.

ON BEHALF OF THE BOARD OF DIRECTORS

Ross McElroy
President and CEO

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Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

Cautionary Statement Regarding “Forward-Looking” Information

This news release includes “forward-looking statements” and “forward-looking information” within the meaning of Canadian securities legislation. All statements included in this news release, other than statements of historical fact, are forward-looking statements including, the timing, scope, and success of planned marketing program by CDMG. Forward-looking statements include predictions, projections and forecasts and are often, but not always, identified by the use of words such as “anticipate”, “believe”, “plan”, “estimate”, “expect”, “potential”, “target”, “budget” and “intend” and statements that an event or result “may”, “will”, “should”, “could” or “might” occur or be achieved and other similar expressions and includes the negatives thereof.

Forward-looking statements are based on the reasonable assumptions, estimates, analysis, and opinions of the management of the Company made in light of its experience and its perception of trends, current conditions and expected developments, as well as other factors that management of the Company believes to be relevant and reasonable in the circumstances at the date that such statements are made. Forward-looking information is based on reasonable assumptions that have been made by the Company as at the date of such information and is subject to known and unknown risks, uncertainties and other factors that may have caused actual results, level of activity, performance or achievements of the Company to be materially different from those expressed or implied by such forward-looking information, including but not limited to: risks associated with mineral exploration and development; metal and mineral prices; availability of capital; accuracy of the Company’s projections and estimates; realization of mineral resource estimates, interest and exchange rates; competition; stock price fluctuations; availability of drilling equipment and access; actual results of current exploration activities; government regulation; political or economic developments; environmental risks; insurance risks; capital expenditures; operating or technical difficulties in connection with development activities; personnel relations; and changes in Project parameters as plans continue to be refined. Forward-looking statements are based on assumptions management believes to be reasonable, including but not limited to the price of silver, gold and Ba; the demand for silver, gold and Ba; the ability to carry on exploration and development activities; the timely receipt of any required approvals; the ability to obtain qualified personnel, equipment and services in a timely and cost-efficient manner; the ability to operate in a safe, efficient and effective matter; and the regulatory framework regarding environmental matters, and such other assumptions and factors as set out herein. Although the Company has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking information, there may be other factors that cause results not to be as anticipated, estimated or intended. There can be no assurance that forward-looking statements will prove to be accurate and actual results, and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward looking information contained herein, except in accordance with applicable securities laws. The forward-looking information contained herein is presented for the purpose of assisting investors in understanding the Company’s expected financial and operational performance and the Company’s plans and objectives and may not be appropriate for other purposes. The Company does not undertake to update any forward-looking information, except in accordance with applicable securities laws.