



www.kabnnaholdco.com

www.kabnsystemsna.com

www.liquidavatar.com

Blog Entry – June 14, 2020

From the desk of David Lucatch, President & Co-Founder

Welcome back and Happy Sunday!

We hope that everyone is well, adapting to the new social norm, protecting yourselves and your family, and enjoying the late spring weather.

For our early stakeholders, we've been able to resume our casual dialogue that you've come to know (and we hope enjoy), and for new readers, we'd like to share with you some of the past week's progress with some of our thoughts about our Company, the industry and the changing digital landscape.

What you'll find in this blog is musing from a single point of view. So please excuse any errors or omissions. We are not here to offer any investment advice, but only thoughts that are meant to be entertaining and enlightening, and we're not asking or looking for comments, criticism or praise. If you want more information about the Company, you can visit the websites above. If you are interested in the Company from an investment perspective, we encourage you to do your own due diligence and consult with an investment professional before making any investment decisions.

One last item, if you are receiving this directly, we'll do our best to continue to deliver this weekly to your email, and if you're seeing this on our website for the first time or returning, we'll continue to make this available here as well.

Let's get right to it, shall we?

This week, KABN North America was listed on the Canadian Securities Exchange. Most of our energies at the beginning of this week were focused on reaching this milestone and on Wednesday, June 10th, our efforts became a reality. It's been a long ride to get here and through it all, the KABN NA Team and our supporters have remained steadfast in their support. Our symbol is **KABN**, which makes it rather easy to remember for those interested in the Company.

Our new and updated websites are available. This past week, www.kabnsystemsna.com and www.liquidavatar.com both got a bit of a facelift and we launched www.kabnnaholdco.com as our front facing site for the CSE listed company. If you haven't had a chance to see them yet, we'd like to encourage you to visit them.

Our Agoracom.com IR Hub is now active. If you haven't had a chance to review and join, Agoracom, it's a great site, and Company partner, for information about the small cap and junior markets. KABN now has its information HUB up for our stakeholders. Please visit <https://agoracom.com/ir/KABN>

Trader TV Interview. This past Thursday, I had the opportunity to be interviewed by the great team at Trader TV. They asked some really great questions and I hope that I gave some good explanations as to the business of the Company, our value proposition, offerings and why digital identity matters. You can view the interview here <https://www.youtube.com/watch?v=svJe5hj0bTc>

This week, Stockhouse published an opening article on the Company, entitled *The Company That's Protecting Identity As YOUR Basic Human Right*. We've engaged with Stockhouse as a communication partner, and we believe that Dave Jackson at Stockhouse did a great job providing an overview of the Company. To view the article, please visit <https://stockhouse.com/news/newswire/2020/06/11/the-company-that-s-protecting-identity-as-your-basic-human-right>

I'm running the next version of the Liquid Avatar App. Earlier this week, I had the opportunity to receive the next internal version of the Liquid Avatar App. It's amazing to see the product start to come to life and the great work that our tech group has done to move this along. We're working diligently to have this ready for viewing shortly. Stay tuned for more information.

The Pegasus Flyte Visa Card has changed its name to KABN Card. In case you missed it, we've changed the name of our Visa card and program to better reflect its

Company brand association. We believe that this will make it easier to market as users only have to remember the KABN brand for all our revenue programs, including KABN KASH.

Education is changing. This week, the Ontario government announced that this fall, education in the province will be traditional, online and available in a hybrid format. We believe that other governments will also take this position. This is an important development as it shows that the macroenvironment is continuing to evolve and will ultimately require further digital compliance, potentially including identity. We expect to see more developments throughout government and commercial services that will put digital identity out front as a requirement for participation.

More is on the way. Over the next several weeks, we're planning a lot of great things as we look to deliver commercial beta releases of our products, ramp up our marketing and awareness of the Company and its offerings. There is much to do, and we're encouraged by the support we're receiving from both our existing and new supporters.

We encourage you to reach out to us if you have any comments or questions. Please feel free to share our websites with your contacts, so we can continue to spread the good word about the Company.

As we're now a publicly traded company, I would encourage to reach out to our CEO, Ben Kessler, myself or email us at ir@kabnsystemsna.com and we'll do our best to get back to you as quickly as possible.

We hope that you have a safe, happy and successful week ahead.

My best,

David