



## KABN North America Product Suite Ready for Consumer Rollout

*Liquid Avatar, KABN KASH and KABN Card consumer launching through Summer 2020*

**Toronto, Canada, June 29, 2020** – KABN Systems NA Holdings Corp. (CSE:KABN) (the “Company” or “KABN” or “KABN North America”), a Canadian Fintech company that specializes in continuous online identity verification, management and monetization, is pleased to announce that its Liquid Avatar platform ([www.liquidavatar.com](http://www.liquidavatar.com)), its loyalty and engagement program KABN KASH ([www.kabnkash.com](http://www.kabnkash.com)), and KABN Card ([www.kabncard.com](http://www.kabncard.com)), the Company’s Visa card and banking wallet for both fiat and digital currencies, is ready to start onboarding consumers. Each product in the suite will be a stand-alone offering and will also be integrated through the Liquid Avatar platform to maximize user adoption and engagement.

During the first phase of rollout, from July through early September, KABN is focused on the ramp up of the integrated Liquid Avatar platform, as well as each product in the suite to ensure that it can maximize consumer input and feedback along with the introduction of the revenue programs. The platform is currently available by invitation only on Android and Apple iOS apps for phones and tablets. The Company welcomes the opportunity for the public to request an invitation to be an early adopter and earn rewards at: <https://liquidavatar.com/liquid-avatar-early-adopter/>

During the second phase of the rollout, starting in early September, the Company will continue to expand the product suite and its platform offerings and is expected to focus its efforts on ramping up user growth and revenue generation.

The KABN North America product suite offers users the ability to create, manage and control their online identity through Liquid Avatar, which is supported by the KABN ID engine, and to participate in select and custom offerings, cashback programs and other rewards offered through KABN KASH and the Company’s KABN Visa card and banking wallet. The program is available to consumers at no cost and KABN will generate revenues through merchant transaction fees and other services. KABN has also received interest in regards to providing its services on a private, or “white label” basis, for its KABN KASH cash back and reward program.

“We are excited to be entering our commercial rollout, on time and as planned,” said **Ben Kessler, CEO**. “With the evolving macro environment driving an increased amount of time spent online, KABN believes that digital identity will become more important as users look to work, play, educate, game and shop virtually and will need to protect, manage and control the use of their digital identity.”

KABN North America has 4 primary products that enable users to verify, manage and monetize their digital identity:

- **KABN ID:** a reusable, *Always On*, compliant, biometrically based, identity verification and validation platform that forms the engine of the KABN Network.

- **LIQUID AVATAR:** a digital image-based “wallet and keyring” platform that allows users to manage their digital identity.
- **KABN Card:** an approved prepaid Visa card that includes a mobile banking wallet that supports both digital and traditional currencies.
- **KABN KASH:** a robust loyalty and engagement platform with cashback and card-linked programs.

KABN believes that ownership of identity is a basic human right and individuals should be the primary beneficiary of any use of their identity. KABN North America generates revenue by providing users with high value services and delivering permission-based offers that fit their aggregated public data profiles through KABN KASH and the KABN Visa Card. KABN complies with GDPR, CCPA, and the Canadian Personal Information Protection and Electronic Documents Act (PIPEDA) and never rents, sells, or provides data to outside parties without permission, and complies with jurisdictional privacy rules and regulations.

### **KABN North America – Showcase – July 7<sup>th</sup> and July 8<sup>th</sup> at 12 pm to 1 pm Eastern**

KABN North America will be holding a virtual showcase event to present an overview of its products and offerings on July 7<sup>th</sup> and 8<sup>th</sup> from 12 pm to 1 pm Eastern. To register for either of these events, please click on either of the links below:

**July 7<sup>th</sup>** - <https://aw14bfc0.aweb.page/p/d4e2ce95-8957-4fc7-be5c-3384a511398e>

**July 8<sup>th</sup>** - <https://aw14bfc0.aweb.page/p/b82604b4-cc9e-4e7a-86ba-ebcec20ab856>

### **About KABN – [www.kabnaholdco.com](http://www.kabnaholdco.com)**

KABN Systems NA Holdings Corp. through its wholly owned subsidiary KABN Systems North America Inc. focuses on the verification, management and monetization of digital identity, empowering users to control and benefit from its use of their online identity. KABN propriety technology suite includes 4 key products:

**KABN ID** is an *Always On*, biometric and blockchain based digital identity validation and verification platform allowing users to continuously and confidently prove themselves throughout the online community.

**Liquid Avatar** allows users to create high quality digital icons representing their online personas. These icons, in conjunction with KABN ID, allows users to use Liquid Avatars to share public and permission based private data when they want and with whom they want. [www.liquidavatar.com](http://www.liquidavatar.com)

**KABN Card** is a Visa approved prepaid card program allowing users to manage both digital and fiat currencies, and earn cashback and other loyalty incentives.

**KABN KASH** is a cashback, loyalty and engagement program that powers the KABN revenue ecosystem. KABN provides its products and services at no cost to consumers and generates revenues through permission-based partner programs.

KABN Systems NA Holdings Corp. is publicly traded on the Canadian Securities Exchange under the symbol:  
**KABN**

For more information, please visit [www.kabnnaholdco.com](http://www.kabnnaholdco.com) or [www.kabnsystemsna.com](http://www.kabnsystemsna.com)

**For further information, please contact:**

Ben Kessler  
Chief Executive Officer  
**647-725-7742 Ext. 700**

[ir@kabnsystemsna.com](mailto:ir@kabnsystemsna.com)

*The CSE has not reviewed and does not accept responsibility for the adequacy or accuracy of this release.*

*This news release does not constitute an offer to sell, or a solicitation of an offer to buy, any securities under the KABN Financing in the United States. The securities have not been and will not be registered under the United States Securities Act of 1933, as amended (the "U.S. Securities Act") or any state securities laws and may not be offered or sold within the United States or to U.S. Persons unless registered under the U.S. Securities Act and applicable state securities laws or an exemption from such registration is available.*

**Forward-Looking Information and Statements**

This press release contains certain "forward-looking information" within the meaning of applicable Canadian securities legislation and may also contain statements that may constitute "forward-looking statements" within the meaning of the safe harbor provisions of the United States Private Securities Litigation Reform Act of 1995. Such forward-looking information and forward-looking statements are not representative of historical facts or information or current condition, but instead represent only the Company's beliefs regarding future events, plans or objectives, many of which, by their nature, are inherently uncertain and outside of the Company's control. Generally, such forward-looking information or forward-looking statements can be identified by the use of forward-looking terminology such as "plans", "expects" or "does not expect", "is expected", "budget", "scheduled", "estimates", "forecasts", "intends", "anticipates" or "does not anticipate", or "believes", or variations of such words and phrases or may contain statements that certain actions, events or results "may", "could", "would", "might" or "will be taken", "will continue", "will occur" or "will be achieved". The forward-looking information and forward-looking statements contained herein may include, but is not limited to, information concerning the ability of the Company to generate revenues, roll out new programs and to successfully achieve business objectives, and expectations for other economic, business, and/or competitive factors.

By identifying such information and statements in this manner, the Company is alerting the reader that such information and statements are subject to known and unknown risks, uncertainties and other factors that may cause the actual results, level of activity, performance or achievements of the Company to be materially different from those expressed or implied by such information and statements. In addition, in connection with the forward-looking information and forward-looking statements contained in this press release, the Company has made certain assumptions. Among the key factors that could cause actual results to differ materially from those projected in the forward-looking information and statements are the following: changes in general economic, business and political conditions, including changes in the financial markets; changes in applicable laws; compliance with extensive government regulation. Should one or more of these risks, uncertainties or other factors materialize, or should assumptions underlying the forward-looking information or statements prove incorrect, actual results may vary materially from those described herein as intended, planned, anticipated, believed, estimated or expected.

Although the Company believes that the assumptions and factors used in preparing, and the expectations contained in, the forward-looking information and statements are reasonable, undue reliance should not be placed on such information and statements, and no assurance or guarantee can be given that such forward-looking information and statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such information and statements. The forward-looking information and forward-looking statements contained in this press release are made as of the date of this press release, and the Company does not undertake to update any forward-looking information and/or forward-looking statements that are contained or referenced herein, except in accordance with applicable securities laws. All subsequent written and oral forward-looking information and statements attributable to the Company or persons acting on its behalf is expressly qualified in its entirety by this notice.