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Blog Entry – July 26, 2020

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

To visit any of our past Blog Entries, please visit: <https://kabnnaholdco.com/kabn-na-holdings-corp-blog/>

Welcome everyone to another KABN Sunday Blog Entry!

With the end of July almost upon on us, we hope that everyone is doing well, taking care to look after themselves and enjoying this most interesting summer.

A history making week at KABN North America....

We're off and running! Liquid Avatar's Early Adopter program is live and we're engaging with users. Be one of the first to get Liquid Avatar and help us test out our MVP and new features as they become available. You might just earn some special rewards along the way.

Join today:

<https://liquidavatar.com/liquid-avatar-early-adopter/>

Liquid Avatar, together with Apex Comics Group presented at Comic-Con @Home. Yesterday, Saturday, July 25th at 5 pm Pacific / 8 pm Eastern, KABN in partnership with Apex Comics Group Founder and CEO Mariano Nieceza, virtually presented our

Liquid Avatar program to the Comic-Con community. It was a great experience and lots of fun. Stay tuned for a lot more on the way with Mariano and Apex Comics Group.

If you missed it. No worries. To watch, click on the following link:

https://www.youtube.com/watch?v=V-xw8vDx-mk&feature=emb_title

Calling all Artists! Earlier this week, we launched our Open Call program for Artists, allowing students, emerging Artists and professionals to become part of our Liquid Avatar Marketplace program, coming this fall, and create custom made icons for Liquid Avatar users to purchase and showcase in their upcoming Lockers and Personas. If you know an Artist who would be interested in finding out more about this program, please visit www.liquidavatar.com or click the links below.

Open Artist Call:

https://hello.kabn.network/open-call?_hstc=47998392.e2e7b1e502d9cb3898eda217e064c476.1595463864120.159559260169.1.1595766294335.5&_hssc=47998392.1.1595766294335&_hsfp=2455080615

To read the Press Release, please visit:

<https://www.accesswire.com/viewarticle.aspx?id=598646>

Your Exclusive Invitation is coming. In the next few days, if you haven't already joined the Liquid Avatar Early Adopter program, you'll be receiving a personal invitation to get your very own Liquid Avatar, download the MVP (available for both iOS and Android and there's a web version too!) and help us test the platform. Please watch for it, and if you haven't seen our Exclusive Invitation video, you can watch it here:

<https://www.youtube.com/watch?v=CO007RA3wz4>

Are you already using Liquid Avatar? If you've already received your invitation and you've downloaded the Liquid Avatar MVP from your Early Adopter entry or through one of the KABN NA Team Members, our team has put together some great tutorial videos to help you get the best experience when using Liquid Avatar. You can watch these and other KABN videos at:

https://www.youtube.com/channel/UC6yHrA6WsU652PtKmwfZP_g

Liquid Avatar's First 5 Steps. For those that have started to use Liquid Avatar, you've seen that we're launching the platform in stages to make sure, as a fun and exciting app (with a serious Digital Identity and Data management side) that we're providing our users with the best possible experience. When using Liquid Avatar for the first time, we'll be asking you to work through the following 5 items:

1. **Create a Liquid Avatar** – have fun and make your first Liquid Avatar. As we introduce our Personas and Locker, you'll be able to add different Liquid Avatars for every facet of your personality (work, gaming, family, school, social, etc.).
2. **Create an Account** – it's easy to get you Liquid Avatar account. Just confirm your email and password (Liveness verification coming shortly). Once Liveness verification is in place, users will only be able to have 1 account and that everyone is a real person. No Fakes / No Bots.
3. **Verify Your Identity** – using KABN ID, built into the system, we can verify our users. We're making sure that everyone in the system has their own Digital Identity that is ***Always On*** through the KABN ID engine. This also starts the process to make sure that you can manage and control your data, credentials, digital wallets and more.
4. **Add Your Nickname** – give yourself a “handle” for your first Liquid Avatar. Use your name or be creative. It's up to you! Please remember that all Nicknames need to be in good taste and follow our Terms and Conditions.
5. **Add Social Media Data to your profile** – with Liquid Avatar you can control what you share, when you share and with whom you share. Add your favorite social media to your Liquid Avatar (lots more coming).

Over the next few weeks, our MVP users will see a lot more features and values coming to the system like Liveness Detection for user verification, Liquid Avatar email, texting and Social Sharing and a whole lot more. **Stay Tuned!**

Tom Kennedy's Showcase Overview. Our Industry Analyst, Tom Kennedy has put together a great overview of our Showcase and some great market data that reinforces “why digital identity matters” and so does the surrounding personal data and the value it creates. To review this informative read, please visit:

<https://medium.com/@KABN/kabn-virtual-showcase-a-success-aдеб67ea487e>

FFCON20 3rd week. FFCon20 – Rise, just celebrated its 3rd week and KABN North America is a Platinum Sponsor as part of our multi-year deal announced with NCFA earlier this year. The 6th Annual event, which is virtual this year, goes on for another 5 weeks and is full of innovative and entertaining content. Don't forget to get ready for KABN's presentation on August 6th at 1:45 pm as we talk about Digital Identity and Converging Marketplaces.

One of the great badges we're creating for online events:



To get tickets for FFCON20, please visit the link below:

<https://fintechandfunding.com/>

KABN Visa Card Waitlist is open. Want to be one the first to get your KABN Visa Card? You can find out all about this great program and register at: www.kabncard.com

KABN KASH continues to bring on great merchants. With over 130 name brand merchants in Canada and the US, including some notable names like: Body Shop, Adidas, Best Buy, Lululemon, Staples, Levi's, Gap, Hello Fresh and many more, KABN KASH is creating a

great place to shop and save money. KABN KASH will be available through direct online access and integrated into the Liquid Avatar app. Register today at: www.kabnkash.com

Have you tried our Liquid Avatar Quizzes yet? It's time to get your first Liquid Avatar Quiz badge by completing one or more of the great quizzes below. Test your knowledge and earn a Cobalt, Bronze, Silver or Gold Badge. Have fun and share them with your friends:

Marvel: <https://1.shortstack.com/X9TGpd>

Justice League: <https://1.shortstack.com/6VxTj>

Fortnite: <https://1.shortstack.com/7HXnQg>

Gaming: <https://1.shortstack.com/3n08XC>

DC: <https://1.shortstack.com/vdqXZh>

Anime: <https://1.shortstack.com/9nDg2k>

The feedback is great....

We love the support, comments, and questions we're getting from our stakeholders and community. We're adding some new technologies to manage our customer relationships, feedback and support. When you join one of our programs, you're automatically enrolled (by accepting our Terms and Conditions).

Thank you!

We appreciate the continued support, and as always, 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.

If you want to reach us directly, please 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.

Be well and have a successful week ahead.

My best,

David

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