



[www.kabnnaholdco.com](http://www.kabnnaholdco.com)  
[www.kabnsystemsna.com](http://www.kabnsystemsna.com)  
[www.liquidavatar.com](http://www.liquidavatar.com)

**Blog Entry – July 12, 2020**

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

## **Another Happy Sunday!**

**With the great summer weather**, we hope that everyone is doing well, respecting social distancing, and taking care to protect themselves from the heat and the current macroenvironment.

### ***A week full of great activity....***

**The KABN North America Showcase rolled out** this week with over 100 people attending our events on Tuesday and Wednesday. The Senior business group (Ben, Michael, RJ, Rob and David), supported by our amazing team, had a great opportunity to present our product suite and some “Blue Sky” ideas that we’re working on (Augmented Reality was one of them). If you didn’t have a chance to attend, or want to review what was presented, please visit the following links:

With Question & Answer session: <https://www.youtube.com/watch?v=Moxhbc8k3ZI>

Without Question & Answer session: <https://www.youtube.com/watch?v=tNknmJgoego>

**FFCON20 started this week.** FFCon20 – Rise, started this week and KABN North America is a Platinum Sponsor as part of our multi-year deal announced with NCFCA earlier this year. The 6<sup>th</sup> Annual event, which is virtual this year, goes on for 8 weeks and is full of innovative and entertaining content. We have designed our first Liquid Avatar Event Icon which all qualified attendees will receive. Here’s a sample of the icon and a link to the release:

<https://www.accesswire.com/viewarticle.aspx?id=596745>

## FFCON2020 Liquid Avatar Icon:



**New Liquid Avatar “Pin” icons are coming.** In addition to face (and body) Liquid Avatar Icons you’ve seen so far, Liquid Avatar will be introducing “pin” icons. What’s the difference? Well, a regular Liquid Avatar icon is composed of 2 parts a “head” and “body”. Today, we just use the “head”, but we’re planning some cool things for the future that will require the connection of both components. So then, what’s a “pin”? A pin is a self-contained image like the FFCON icon or a “flower” or “logo” that has no other components to connect it. Stay tuned for more info.

**Sneak Peek at the creation of a Liquid Avatar.** At this week’s Showcase, we presented a video by Esther Hui, showing about how a Creator Series Liquid Avatar is created. If you haven’t seen our Showcase video (see the link above), stand-alone videos are on the way showcasing Esther’s and other great artist’s work.

**There is still time to join our Early Adopter Program.** 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. We’re inviting our friends, colleagues, business associates and asking them to invite their contacts as well.

**Register today:**

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

**Have you Earned your first Liquid Avatar Badge yet?** Be among the first to get your 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>

**100 Merchants and rising – KABN KASH.** During this week's Showcase, our CRO, Michael Konikoff, revealed that KABN KASH has reached the 100 merchant milestone with great brands 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 will be available through direct online access and integrated into the Liquid Avatar app. Register today at: [www.kabnkash.com](http://www.kabnkash.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](http://www.kabncard.com)

## Thank you...

We would like to thank you for 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](mailto:ir@kabnsystemsna.com) and we'll do our best to get back to you as quickly as possible.

Have a great, safe, and successful week ahead.

My best,

David