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Blog Entry – August 30, 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 to our August 30th KABN's Sunday Blog Entry!

It was a super week with a partnership announcement, opening of KABN KASH and much more.

This week at KABN North America....

KABN NA and Loop Insights partner to launch AI driven merchant and consumer rewards program, secured by biometrics and Blockchain. On Tuesday, we announced a partnership with Vancouver based Loop Insights to develop a number of AI, biometric and Blockchain powered solutions to manage large venue check-in, merchant and rewards programs and new initiative in compliance with privacy regulations. We're excited to be working with Loop and their growing customer base with millions of users to create digital identity credentials, rewards and other revenue generating solutions.

If you haven't had a chance to review the release, please click on the link below:

<https://www.accesswire.com/viewarticle.aspx?id=603248>

KABN KASH is open for business. This week, we announced the opening of KABN KASH. With approximately 180 great name brand merchants, and growing, in Canada and the US, our KABN KASH program, which provides users with the ability to earn cash back just by shopping, is now available to Liquid Avatar users and will open up shortly on the web. We continue to test and improve the user experience, we made the decisions to open up the great deals and our revenue program to our Liquid Avatar Early Adopters.

If you haven't had a chance to review the release, please visit:

<https://www.accesswire.com/viewarticle.aspx?id=603525>

Biometrics will be live for internal testing this week. Our tech team has been testing the biometric interface and it is expected that this week we'll get to review internally the next generation of our verification and validation process. This feature allows a person to prove who they are and manage their accounts.

If you missed our earlier information on facial recognition and biometrics, here it is again:

We've decided to start our biometric verification with facial recognition and are looking at other additional biometric marker (like voice, fingerprint, etc.) for the future. Why facial recognition? It's rather easy. For most of us in North America, the majority our government identification has a picture and not fingerprints or voice. This is the starting point for biometric identification with other markers built on top of your facial recognition.

Liquid Avatar's updated sharing is releasing shortly. Liquid Avatar is quickly becoming a place to create your personal icons and to share what you what, when you want and with whom you want, simply and easily. With only verified users on the network, we wanted to create an easy way to share a user's icons and for others to easily receive and activate them. Our team has designed a simple and effective sharing system that allows you to just share a Liquid Avatar icon through email, texting, and social media. When a user receives a Liquid Avatar icon and they already have a Liquid Avatar account, your icon is put directly into their community and then both of you can enhance the sharing of information. However, if you share a Liquid Avatar icon with someone who doesn't have the app, when they click on your icons or links, they will sent to Liquid Avatar to sign up for early adoption and when we're live, they'll be sent directly to sign up for Liquid Avatar. It's that easy, and allow you to control what you share, when you share and with whom you share both public and private information.

Join today:

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

Over 200 New Icons coming to Liquid Avatar's Marketplace. Aside from making personalized Liquid Avatar icons, our roster of Creators continues to grow, and we have over 200 great designs underway, with some finished and being cataloged for sale in the upcoming release of the Liquid Avatar Marketplace. And what's even better, more are on the way. Each Creator Series Liquid Avatar will be paired with a Digital Certificate of Authenticity. Stay tuned for a sneak peek coming very shortly.

FFCON20 event a wrap. This week marked the 8th and final week of our Diamond Sponsorship at NCFAC's (www.ncfacanada.org) 6th Annual FFCO event. There were a host of great topics and speakers at this year's first "virtual" event.

If you still haven't had a chance to see our presentations, please see the links below:

David Lucatch's Talk from FFCO: Why Does Digital Identity Matter 2020 and Beyond?

<https://www.youtube.com/watch?v=HyjI8hTW8n0&t=10s>

Panel From FFCO: How Business and Government Need to Adapt to Consumer Ownership of Data.

https://www.youtube.com/watch?v=L9j5glu44_s

KABN Visa Card Waitlist remains 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

Our Liquid Avatar Quizzes are still available. 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>

Thank you for your continued support!

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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