



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

**Blog Entry – October 25, 2020**

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

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

## **Welcome to our October 25<sup>th</sup> KABN's Sunday Blog Entry!**

**We're excited to be back!** We've been quiet over the past several weeks as we've worked diligently to be ready for the launch of our revenue programs and we believe, with our recent announcements, that we are in a position to move forward.

### ***What's new at KABN North America....***

### **KABN North America and BOON Rewards Set to Launch Cashback and Rewards Programs Spanning 11.5 Million Canadian Customers of Major Financial Institutions, Insurance Providers and Real Estate Services.**

This past Tuesday, we announced the Company that has signed an agreement with BOON Rewards Inc. ([www.getboon.com](http://www.getboon.com)) ("BOON") to provide its online KABN KASH cashback and loyalty rewards program ([www.kabnkash.com](http://www.kabnkash.com)) on a white label basis for BOON's growing list of card linked program clients in the financial services, insurance and real estate sectors. Currently, BOON's clients reach over 11.5 million Canadians.

BOON's Card Linking platform utilizes VISA & MasterCard Verified Point of Sale transaction protocols to create Partner Powered Rewards Programs. BOON combines seamless card linked

offers and the buying power of large groups to deliver deeper, actionable intelligence for merchants as well as richer rewards for consumers. Working with KABN KASH, BOON can additionally enable these consumers to receive cashback for online shopping at hundreds of major online retailers. This creates additional value for their consumers, clients, BOON, and KABN North America.

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

<https://www.accesswire.com/viewarticle.aspx?id=611122>

## **KABN North America Secures 3 Nominations for Benzinga's Prestigious Fintech Awards.**

This week, we announced that KABN North America has received 3 nominations from Benzinga's prestigious Global Fintech Awards.

The Benzinga Fintech Top 150 Listmakers is an index of 150 companies & executives within 10 fintech categories that are looking to revolutionize the industry. This year, the 6<sup>th</sup> Annual Benzinga Global Fintech Awards will take place virtually in November of 2020 and the public will be voting on the winners. KABN has been nominated in the following 3 categories:

Best API: <https://benzingafinancialawards.secure-platform.com/a/gallery/rounds/3/details/2364>

Innovation During Covid-19: <https://benzingafinancialawards.secure-platform.com/a/gallery/rounds/3/details/2367>

Best Use of Blockchain: <https://benzingafinancialawards.secure-platform.com/a/gallery/rounds/3/details/2366>

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

<https://www.accesswire.com/viewarticle.aspx?id=611644>

## **Business Update**

We know it's been a while, but we've been "heads down" on getting ready to meet the 2<sup>nd</sup> phase of our mandate – to effectively commercialize our products and start to generate revenues.

During Q3, we were focused on finishing up as much of the product suite as possible and now we're moving into revenues in Q4. We also have provided an update on our financing activities announced on August 18, 2020 and again on September 16, 2020 with respect to its proposed C\$2.97 Million private placement. The Parties have confirmed, although there can be no

guarantees, that their intention is to close the funding on or before the end of October, having experienced unforeseen delays, which have since been resolved.

## **Liquid Avatar**

The Liquid Avatar platform has added a lot of new features over the past several weeks and we've been spending a lot of time on the Biometrics verification, getting ready for Self Sovereign Identity (wallet for digital credentials) and the Digital Key Rings. Along with those items, we're working on 100's of new and exciting free icon features that will allow users more creativity in designing their own Liquid Avatar for each facet of their personality. There's also updates in our sharing services.

If you haven't tried Liquid Avatar yet, visit [www.liquidavatar.com](http://www.liquidavatar.com) and sign up for the program.

## **KABN ID's Biometrics**

Why are we so fixated on Biometrics? The answer is quite simple. We believe that only **You** should control your identity and data and to do that, we've got to associate a single user with each identity and / or account, so biometrics matter. We're also making sure that the biometrics that we use are not part of your mobile phone or other device and they can be checked by our system each time you login, so it's taken time to get this right. From our facial recognition services, we can start to add other biometric markers, like voice and others, that can build a more robust profile for your safety and protection. Combining this with digital credentials and we believe that ourselves, our partners, and others, can create verified user technology that allows you to control and manage your identity and data.

## **KABN KASH**

Our cashback, savings and engagement programs are in full swing and now with our private label program (as announced this week), we're turning up the volume. KABN KASH can be accessed through our direct website, [www.kabnkash.com](http://www.kabnkash.com) or directly through the **Offer** button on the Liquid Avatar app homepage. Either way, we'd like to invite you to start saving money today with approximately 250 major online brands.

## **KABN Card**

Given our current projects and the macroenvironment, we've been a little less focused on our card initiative program and plan to take up that slack on this shortly. Please watch for further information.

## **Liquid Avatar Marketplace**

The Liquid Avatar Marketplace is on the way. We've been working with some great Artists with a wide range of styles to create a host of icon designs. As mentioned in early releases, we'll be launching this quarter and they'll be lots to celebrate. Stay Tuned!

## **We want to *Thank You* for your all your support!**

We appreciate the continued support that everyone continues to give us, 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 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.

We wish you a successful week ahead.

My best,

David

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