

# Liquid Avatar to Launch Creator Program with Iconic Comic Book & Manga Artists

## Customized Liquid Avatars to be supported by blockchain-based Digital Certificates of Authenticity

Toronto, Ontario--(Newsfile Corp. - June 23, 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)) has launched its Creator program together with leading pop-culture, comic book, manga, anime and other iconic artists to design and develop a continuous series of digital icons that consumers can acquire to display and share with their Liquid Avatar.

Liquid Avatars are high quality digital icons for personal or business use, that emulate a user's digital "wallet" and "keyring" allowing them to manage and control their digital identity, credentials and valuables. Powered by KABN ID with its biometrics, including facial recognition and other security features, Liquid Avatars can be shared with 3<sup>rd</sup> parties on a permission basis to verify identity without exposing any sensitive data. There is no cost for a consumer to create or manage their Liquid Avatar and use the platform.

With the evolving macroenvironment 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.

The Liquid Avatar Creator program will feature original and licensed Illustrator and Signature Series digital icons which will be available as one of a kind, limited edition or collectable set from legendary and emerging pop culture Artists for sale in the Liquid Avatar Marketplace ([www.liquidavatarmarketplace.com](http://www.liquidavatarmarketplace.com)), (coming Q3 2020).

Each Illustrator and Signature Series Liquid Avatar will also be supported by a Digital Certificate of Authenticity ("DCA"), based on blockchain technology developed by the KABN Network. DCA's allow for the issuance, recording, management and transfer of digital assets using IBM's Hyperledger Fabric.

To support the development and launch of the Creator program, provide Art Direction, and liaise with Artists and the industry, KABN has partnered with 30+ year industry veteran, Mariano Nieceza. Mariano is President and Publisher of Apex Comics Group, Inc., writer and Executive Producer of the award-winning digital comic series, *William Shatner's War Chronicles*, and the illustrator of the award-winning graphic novel, *Stan Lee's GOD Woke*. He has worked in writing, illustration, design, and art direction in the digital and print industry for Marvel Entertainment, Disney, Malibu, Fleer, Paramount, and Panasonic. At Marvel, he held positions as Special Projects Editor and Senior Art Director. Mariano has a BA in Art from Rutgers University, an MA in Illustration from Syracuse University, and an MFA in Illustration from Hartford University.

"We are excited to have Mariano on board to better engage with the Artist community. Companies like Epic Games that have launched free-to-play games like Fortnite, have generated over \$2 Billion a year in online revenue with much of that coming from art-based cosmetic skins and other digital items," **said Ben Kessler, CEO**. "Our Liquid Avatar program is positioned to give people a wide range of choices on how they want to digitally present themselves and the involvement of the professional Artist community is going to provide unique opportunities to personalize their online presence while creating new sources of revenue for KABN."

Liquid Avatar is developing event-driven icons for online groups, events and conference to create incentives for participation. Liquid Avatar also has other gamification features like badges to create recognition and rewards.

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 never rents, sells or provides data to outside parties without permission, and complies with jurisdictional privacy rules and regulations.

Over the coming weeks, KABN will begin its rollout of products and programs, initially on an invitation-only basis to its customers, social media, gaming and its network partners.

**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)

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

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**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.



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