



## **KABN North America and Liquid Avatar Unveils New Challenger Banking Program for Verified Self Sovereign Identity Users**

*KABN North America launches the KABN prepaid Visa Card to support its Liquid Avatar users and provides online banking solutions with XTM Inc.*

**Toronto, Canada – January 6, 2021** – KABN Systems NA Holdings Corp. (CSE:KABN / OTC:TRWRF / FRA:4T51) (the “Company”, “KABN North America” or “KABN NA”) ([www.kabnsystemsna.com](http://www.kabnsystemsna.com)), a North American Fintech solutions company specializing in empowering individuals to manage, control and generate value from their biometrically-verified Self Sovereign Identity (“SSI”) through its Liquid Avatar ([www.liquidavatar.com](http://www.liquidavatar.com)) platform, announces today that together with fintech innovator, XTM Inc. (CSE:PAID), it will launch its KABN prepaid Visa Card and digital banking platform to support its partnered challenger bank initiatives in North America.

The partner managed platform will initially include a multi-currency and KABN KASH integrated account platform, connected to the KABN Visa Card, which has the capability to add additional 3<sup>rd</sup> party currency, investment, and other financial services solutions. These services will be available through the Liquid Avatar app, which provides users with a biometrically, verified, SSI solution allowing them to manage a wide range of verifiable credentials, online site and program access, and data permissions, putting control over personal data where it belongs - in the hands of its owners.

With all of the necessary approvals and partnership agreements in place, KABN North America will begin rolling out the program in Canada throughout the first quarter of 2021 and has plans to continue its card program rollout to the U.S. and other geographic regions subject to all necessary approvals. Users can sign up for their card through the Liquid Avatar app or by visiting ([www.kabncard.com](http://www.kabncard.com))

*“We’re excited to launch our challenger bank program, with XTM, as our first financial services offering, to those with a verified Self Sovereign Identity,” said David Lucatch, CEO KABN. “Our goal is to power Liquid Avatar users and other partner program participants to be able spend a blend of traditional and digital currencies, like cash back balances from KABN KASH, while ensuring that they manage and control their identity, data and the respective value it creates.”*

KABN Visa cardholders will be able to enhance their spending power wherever Visa is accepted, online and in more than 200 countries and territories worldwide. They will be automatically enrolled in KABN KASH ([www.kabnkash.com](http://www.kabnkash.com)), a customized consumer experience where users can earn cash back on transactions with a growing list of over 250 brand name online merchants. Cardholders will also have access, through our managed partner programs, to a customized online and mobile banking experience that allows for integration to a host of unique value-based services and offers.

*“KABN’s unique business model creates opportunities to convert a growing number of qualified, authenticated users into active program participants,” says Marilyn Schaffer, CEO of XTM. “This is our second initiative with KABN North America, as we recently joined their healthcare consortium to introduce our other program participants to the COVID-19 verifiable identity healthcare credential.”*

The challenger bank and Visa card offering come at an opportune time. According to a recent report from Payments Canada, entitled Canadian Payments: Methods and Trends 2020 (<https://bit.ly/3b2M0l6>), there has been a surge in electronic payments, representing about 77% of all transactions with debit cards making up about 28% of total payment volumes. Further key findings included that 86% of Canadians made online purchases in 2019, accounting for over \$54 billion in values, with footwear and fashion representing over 50% of online purchases; 18% made in-app purchases and 15% made purchases from gaming consoles or Internet of Things (IoT) devices. There were over 540 million online transfers accounting for over \$178 billion in value.

The report also looked at the impact of COVID-19 which indicates initially that while Canadians were spending less overall, there was an accelerated decline in the use of cash and an expected increase in the volume and value of e-commerce and online spending as more people shop from home and more businesses are expected to pivot to e-commerce in order to meet consumer demand and reduce overall costs.

As part of its onboarding strategy for the KABN prepaid Visa cardholders, KABN North America, via its Liquid Avatar verified self-sovereign identity platform, provides state of the art, “Always On” identity verification and validation services at no charge to consumers. This allows users to create, manage and control verifiable credentials to digitally prove their identity and provide access continuously without the hassle of needing to reverify time and time again to a growing list of online service providers, healthcare initiatives, and other value-based programs. In turn, validated users are qualified for unique and customized financial services and offers including the KABN prepaid Visa card, KABN KASH and other value-based opportunities, subject to permissions and necessary approvals

KABN North America is currently exploring further opportunities to expand the KABN Card program to the United States and other geographic regions as part of the KABN Network.

*If you would like to join our mailing list and receive updates on KABN Systems NA Holdings Corp., please [click here](#)*

**About XTM Inc. – [www.xtminc.com](http://www.xtminc.com)**

XTM, [www.xtminc.com](http://www.xtminc.com) is a Toronto-based fintech innovator in the challenger banking space helping businesses and workers alike expedite earnings payout and reduce or eliminate banking fees. We are a global card issuer and payment specialist providing free technology to business to automate and expedite worker payouts that can eliminate cash. XTM integrates businesses to a payment ecosystem that is coupled with a free mobile app and Mastercard debit card with free banking features. XTM drives enterprise value and creates a positive user experience.

XTM Inc. is publicly listed on the Canadian Securities Exchange (CSE) under the symbol “PAID” (CSE:PAID).

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**About KABN North America – [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 Self Sovereign identity, empowering users to control and benefit from the use of their online identity. The KABN proprietary technology suite includes 4 key products:

Liquid Avatar is a verified Self Sovereign Identity platform that empowers users to create high quality digital icons representing their online personas. These icons, in conjunction with KABN ID, allow users to manage and control their digital identity and Verifiable Access and Identity Credentials, and 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 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.

KABN Systems NA Holdings Corp. is publicly listed on the Canadian Securities Exchange (CSE) under the symbol “KABN” (CSE:KABN).

The Company also trades in the US under the symbol “TRWRF” and in Frankfurt under the symbol “4T51”

If you have not already joined our mailing list and would like to receive updates on KABN Systems NA Holdings Corp., please [click here](#) to join!

For more information, please visit [www.kabnaholdco.com](http://www.kabnaholdco.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.