



KABN North America to Release Liquid Avatar to Further Progress Self Sovereign Identity - Available in Popular App Stores February 18, 2021

Liquid Avatar empowers users to manage, control and benefit from their online identity and data

Toronto, Canada – January 26, 2021 – KABN Systems NA Holdings Corp. (CSE:KABN / OTC:TRWRF / FRA:4T51) (the “Company”, “KABN North America” or “KABN NA”) (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) platform, will be releasing its live, open beta app globally in the Google Play and Apple App stores on February 18, 2021, subject to all final approvals .

Liquid Avatar, available at no cost to consumers, makes it easy for individuals to start and maintain the process of managing their SSI/digital identity. With the ability to share that with their friends, family, colleagues, and others easily, safely, and securely through biometrically enabled Self Sovereign Identity tools and services.

The Liquid Avatar platform allows users create high quality digital icon representations of themselves which can be used to easily share what they want, when they want, and with whom they want. Liquid Avatar users will also be able to create digital wallets to manage and store a wide range of verifiable identity and access credentials, and to take their conventional identity online, allowing users to prove themselves as easily and effectively as they do in the “real world”.

With online identity and data management at the forefront of the global regulatory and legislative landscape, the addressable market for services, such as Liquid Avatar, can potentially be 100% of the online market, over 400 Million people in North America and over 5 Billion people worldwide.

As a verified platform, an individual user of Liquid Avatar can only have one account (with possibly multiple digital personas) which potentially reduces the ability for bad actors to create bots and fake accounts. Liquid Avatar users know that when they use and interact with other Liquid Avatar users, they are dealing with real, known people.

Liquid Avatar users are able to select from 1000’s of combinations of facial features to create their perfect digital representations of themselves – all at no cost. Users can also visit the Liquid Avatar Marketplace (www.liquidavatarmarketplace.com) if they are interested in purchasing custom

icons from leading pop-culture, anime, and comic book artists. In the future, users will also be able to upload certain personalized images and logos to represent their avatars.

KABN NA together with Liquid Avatar are already working with key partners like Vancouver-based Disrupted Logic Inc., which has access to millions of online gamers and Boston-based The Campus Agency that has relationships with over 2,000 US colleges and universities and their students, alumni, and families. Liquid Avatar also has agreements with Loop Insights Inc., TripXpertz and XTM Inc. to increase opportunities for integration and engagement and expects to add additional partnerships and distribution programs in the coming months.

While Liquid Avatar is free to consumers and KABN and Liquid Avatar never sells or rents data, the Company believes that verified, known users can create increased value for themselves and select marketers and vendors. Through the Liquid Avatar platform and approved, permission-based communications, Liquid Avatar will offer up value-based opportunities users can select. At the same time, Liquid Avatar partners who want to reach real, known users will be willing to provide increased value as they won't be spending money to reach fake users and bots.

“Self Sovereign Identity will become, in our opinion, a major pillar of the Internet, like communications, browsers, and search, making it universally applicable to everyone online,” said David Lucatch, CEO KABN. “We are excited to bring Liquid Avatar to the online market, and unlike traditional business models, Liquid Avatar is focused squarely on individuals and consumer users, making it a Consumer-to-Business initiative.”

KABN NA also has its KABN KASH rewards and loyalty program, with over 300 major online vendors, that will provide Liquid Avatar users with cash back incentives for purchases they make through KABN KASH. This program, together with the KABN Visa Card (initially available in Canada with the US and other regions under review), provides users with new and innovative ways to create and earn value.

KABN NA will earn potential revenues through card transaction fees, comarketing, bounties, commissions, and other fees paid by partners and vendors. The Company believes that other consumer and revenue programs will emerge as Liquid Avatar gains traction in the market.

Liquid Avatar will launch in phases, as the Company prepares and tests additional service and program offerings to make it easier for users to become familiar with the Liquid Avatar platform, Self Sovereign Identity and Verifiable Credentials.

Interested individuals can sign up for Liquid Avatar and receive information and notices on upcoming releases and services by visiting www.liquidavatar.com

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

About KABN Systems NA Holdings Corp – www.kabnnaholdco.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.

Liquid Avatar is a verified Self Sovereign Identity platform that empowers users to create high quality digital icons representing their online personas. These icons 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

KABN North America has a suite of revenue generating programs that support the Liquid Avatar program, including KABN KASH a cash back and reward program that has over 300 leading online merchants and coming soon, an integrated offering engine. In Canada, KABN also has the KABN Visa Card, a “challenger banking” platform that allows users to manage and control a range of financial services for traditional and digital currencies. The Company is currently exploring expansion of the KABN Visa program to other geographic regions, including the USA.

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”

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For more information, please visit www.kabnaholdco.com or 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.

All websites referred to are expressly not incorporated by reference into this press release.

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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.