



The Outer Space Men are Landing at Liquid Avatar

Company launches integrated Liquid Avatar, Augmented Reality and NFT media program of iconic 1960's toy and collector brand.

Toronto, Canada / New York, USA – February 24, 2021 – KABN Systems NA Holdings Corp. / Liquid Avatar Technologies Inc. (**CSE:KABN / OTC:TRWRF / FRA:4T51**) (the “Company”), (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, is pleased to announce that the Company has partnered with the iconic toy brand, The Outer Space Men (www.theouterspacemen.com). The Outer Space Men is a toy and collector brand that spans over half a century of celebration as both a vintage and modern collectible assembly of action figures. The OSM were first created when man’s greatest achievement was to land on the moon during the infamous Space Race of the 1960’s. The Outer Space Men characters will be used for a series of integrated media programs for Liquid Avatar.

The integrated campaign, expected to launch in early spring 2021 will feature a series of limited edition 2D and 3D Liquid Avatar digital icons available in the Liquid Avatar Marketplace (www.liquidavatarmarketplace.com), a full immersive 3D global Augmented Reality scavenger hunt, powered by the Company’s partnership with Imagine AR (CSE:IP) and based on approvals, a 3D animated and AR powered, exclusive Non-Fungible (“NFT”) Token program for collectors.

The Outer Space Men features beloved and infamous, vintage bendable toy action figure characters that were first created by the world renown toy inventor Mel Birnkrant. With tens of thousands of clamoring fans demanding the return of these archetypal heroic icons, the wildly successful line of toys was brought back to the market in 2008 with the support of childhood fan and Wall Street executive Gary Schaeffer who reintroduced the line of toys in a new affordable format. Since 2010 these new action figures have been played with by millions of children globally. The 21 OSM characters span our solar system, The Milky Way Galaxy and beyond and delight both collectors and children with their incredible back stories and legendary beginnings as extolled by their creator Mr. Birnkrant. These action figures and the rest of the collection of up to 21 different bendable toys, will be transformed into computer graphic (CG) 2D and 3D models ready for a host of digital production programs.

To power these new experiences, the Company has engaged Los Angeles based DreamView, Inc. (www.dreamview.com). DreamView's founders and staff have worked with major brands, studios, and ad agencies around the globe on some of the world's most successful and beloved products, films, and television series, including Apple, Disney, Bleacher Report, Harry Potter, Terminator, Star Wars, Jurassic Park, Transformers and Hot Wheels, as well as commercials and other industrial CG, AR, VR and animation projects.

At the direction of Liquid Avatar's Creative Director, Mariano Nicieza and the team, DreamView will be taking The Outer Space Men's 21 core roster and converting them to CG designs ready and compatible for Augmented Reality, Rigging and Animation.

The Company is also working with Apex Comics Group (www.apexcomicsgroup) to bring world leading comic book writers, editors and artists together to create multi-media and Augmented Reality Comics powered by a user's Liquid Avatar. A sneak preview will be made virtually on March 26th and 27th at Comic Con International's WonderCon (www.comic-con.org/wca).

"Liquid Avatar is working to make the process of creating, sharing and powering digital identity fun and engaging and the Outer Space Men are a perfect partner for our future-proofing solutions," said David Lucatch, CEO. "With Augmented Reality, CG and 3D Avatars on the roadmap for Liquid Avatar, it makes great sense to start with this iconic brand and adding NFT's which are raging digital collectibles with over \$100 Million in sales in the past month, makes starting now even more important to the growth of the Company."

The Liquid Avatar beta app officially launched globally in the Google Play and Apple App Store on February 18, 2021. With the foundation 1st phase already available, the Liquid Avatar app will launch updates in phases, with new features expected monthly. The Company believes that as it plans to provide future features, regular releases will provide users with the opportunity to familiarize themselves with existing features before moving on to more comprehensive services and the opportunity to manage their digital identity and verifiable credentials.

Together, with the Liquid Avatar app and its high-quality digital image icons that can represent various facets of a user's personality, the system will usher in new tools and services to create verifiable digital identities allowing for new and innovative ways for users to create a holistic profile of themselves that they manage and control, through self-defined personas.

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 while giving users the ability to share it with their friends, family, colleagues, and others easily, safely, and cryptographically secure through biometrically enabled Self Sovereign Identity tools and services.

The Liquid Avatar platform allows users to create high quality digital icon representations of the various facets of their online personalities and identity, 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 “physical world”.

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.

While the Liquid Avatar app is free to consumers and the Company never sells or rents data, the Company believes that verified, known users can create increased value for themselves and select marketers and vendors as they look to reach real people and not fake users or bots. 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.

KABN NA also has its KABN KASH rewards and loyalty program, with almost 400 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.

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About KABN Systems NA Holdings Corp – www.kabnaholdco.com

KABN Systems NA Holdings Corp. / Liquid Avatar Technologies Inc., 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.kabnnaholdco.com or www.kabnsystemsna.com

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

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