



KABN's Blockchain Technology to Support Liquid Avatar Collectible Custom Icons

Toronto, Canada, July 14, 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 in Canada and the US, is pleased to announce that later this summer its Liquid Avatar platform (www.liquidavatar.com), will begin to offer users with a new type of Avatar experience through the Liquid Avatar Marketplace (“Marketplace”). Liquid Avatar users will be able to acquire custom-designed and limited availability icons from leading professional pop culture, comic book, fantasy, manga, and contemporary Artists complete with an innovative digital authentication solution that has been traditionally managed as an on-site, personnel and location-based process.

All Liquid Avatars acquired from the Marketplace will be supported with a unique Digital Certificate of Authenticity, allowing each custom icon to have its own Blockchain identifier that can be transferred from one user to another. This methodology created by the KABN Network and supported by Blockchain technologies, will allow users to buy, sell and trade custom avatars and record the transfer and ownership of these collectible icons. The Marketplace will charge a fee for the issuance, recording, and management of the Digital Certificate of Authenticity and the transfer of ownership of digitized assets.

“The creation and distribution of Digital Certificates of Authenticity featuring unique Blockchain technologies for custom Liquid Avatars is a key business strategy for KABN North America,” said **RJ Reiser, Chief Business Development Officer**. “Like hockey, baseball and basketball cards, other sports, comic books, movie props, and signed memorabilia, we believe that digitized assets will represent a viable way for online audiences to be part of the growing collector community.”

In addition, as part of the Liquid Avatar Creator Program, icons can be designed to represent different “skins” for a user’s verified persona, like a school, gaming, family, friends, and business/work profile. Recently, Liquid Avatar, in partnership with the NCFCA (www.ncfacanada.org), released a custom event icon for FFCON20 – Rise (<https://www.accesswire.com/viewarticle.aspx?id=596745>). This process allows users, businesses, events, associations, and other groups to create unique icons for their *verified* online groups and share content and offers with known users.

The Liquid Avatar Marketplace has over 20 professional creators on board already and 10 engaged in the creation process. In addition to a growing list of free Liquid Avatars, the Marketplace will have the ability to showcase a catalog of approved custom avatars for sale. Additional items like t-Shirts, hoodies, and other items featuring certain Liquid Avatars will be available for sale. KABN North America will be presenting Liquid Avatar with Apex Comic Group at this year’s virtual Comic-con International @home program on Saturday, July 25, 2020 at 5 pm Pacific / 8 pm Eastern - <https://comiccon2020.sched.com/event/d4zK/apex-comics-publishing-group-2020-2021-exclusive-previews>

The Company welcomes the public to request an invitation to be an early adopter of Liquid Avatar and earn rewards at: <https://liquidavatar.com/liquid-avatar-early-adopter/>

“Liquid Avatar custom icons represent a potentially significant opportunity to create revenue for KABN North America,” said **Ben Kessler, CEO**. “Anyone who knows a Fortnite player or other gamer knows that players are always looking to acquire the latest cosmetic enhancement and along with sports, comic book, movie and fantasy collectors, we believe we are targeting the right audience for our custom and collectible Liquid Avatars.”

About KABN North America – 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 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

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. www.kabncard.com

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. www.kabnkash.com

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 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.

This news release does not constitute an offer to sell, or a solicitation of an offer to buy, any securities under the KABN Financing in the United States. The securities have not been and will not be registered under the United States Securities Act of 1933, as amended (the "U.S. Securities Act") or any state securities laws and may not be offered or sold within the United States or to U.S. Persons unless registered under the U.S. Securities Act and applicable state securities laws or an exemption from such registration is available.

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.