

KABN NA at a glance

KABN Systems NA Holding Corp.

BC Registered Corp. / Remote Workforce (Canada / USA)

Trading Symbol:

CSE: KABN

Outstanding Shares:

66,018,174

Dilutive instruments o/s:

(options / warrants)
20,456,421

Ownership by Insiders:

44.5 %

Fiscal Year End:

December 31

First Traded as KABN (RTO):

June 10, 2020

Auditors:

RSM Canada LLP

Legal Counsel:

Cassels Brock & Blackwell LLP

Company Management:

David Lucatch

Chief Executive Officer, Co-Founder, President, Director & Chair

Michael Konikoff

Chief Revenue Officer

Lynn Cumiskey

Chief Compliance Officer

David Carter

Chief Financial Officer

RJ Reiser

Chief Business Development Officer & Director

Rob Bartlett

Chief Product & Technology Officer

Welcome to KABN North America

KABN North America is a Digital ID Fintech company focused on empowering users to verify, manage, control and create value from their identity and public, permission based data through Self Sovereign Identity (“SSI”) solutions.

KABN NA believes that Self Sovereign Identity is a basic human right and owners of SSI should be the primary beneficiary of the value created from identity and its associated data. Our key drivers include:

- 1. Reach** – Like online search, online communications and browsers, Self Sovereign Identity (SSI) is relevant to 100% of the online market and is becoming vital to its continued global growth
 - Innovative solutions to create, verify and manage user SSI
 - Low cost of acquisition with high margins
 - Engagement through Gamification – *Liquid Avatar*
 - No cost, non subscription based services for consumers to build userbase
 - Sticky user base with accretive cross-sell programming
 - Creates long-tail data value
 - **Addressable markets include:** eCommerce, Government, Healthcare, Social Media, Gaming, Financial Services and Education
- 2. Unique Business Model** – Our solutions are built to empower users, generate revenue and create stakeholder value
 - Low Capex / Opex, no debt overhang, no bricks and mortar
 - Online technologies built to prove a user’s bank grade digital identity leading to next generation digital credentials – ID Fraud US 2017 - \$16.8 Billion
 - Scalability with multiple potential revenue streams: *ID Fraud; Healthcare; Purchase Verification; eSports/Gaming; Search/Data; Education; Govt*
 - Designed and built for existing and emerging government and industry standards for consumer protection of identity and data usage
 - Opportunities to partner with users to maximize value from public data
 - Member of the *Trust over IP Foundation (TOIP)* Steering Committee
 - Founding Governance Member of the upcoming Verified Identity Utility
- 3. Experienced Leadership Team** – Our management team, advisors, and board are seasoned executives from the technology, banking, payments, and loyalty industries.
 - Leading industry experts with proven records of technology successes
 - Team works remote effectively across North America since inception
 - Team members are invested in the Company’s success

Understanding Self Sovereign Identity (SSI)

SSI is like a physical ID wallet, but digital. It holds verified digital credentials given to you by organizations that you deal with, creating digital versions of the same physical credentials you already have, and that you can choose to share with others. Unlike a centralized, device-based or proprietary wallet, no one else can see it, change it, or take it away; the wallet and credentials inside are yours. You are in control and can move credentials off your device or from device to device.

<https://kabnaholdco.com/> and <http://www.kabnsystemsna.com>

Creating Revenue Through User Engagement



① Liquid Avatar™

- Top of funnel application that uses gamification and customized digital icons on top of biometrically accessible SSI. Partner acquisition and revenue share programs (accelerate user growth /revenue). SSI / Multi-level ID (casual to bank grade) verification solutions. Data services, advertising and media fees. Location check-in and augmented reality listings.

② KASH

- Cashback, savings and deals that create revenue streams that support our “no cost” delivery of portable lifetime identity services. Revenues are generated via fees, commissions and bounties from brand relationships, managed stores and services, Liquid Avatar Marketplace and offer engine matching from permission based data services.

③ KASH CARD

- Approved Visa Card program that will generate revenue from existing, new and evolving financial services and provides increased loyalty and engagement opportunities.

Comparable Enterprises By User Value

Company	Location	Industry	Est. Number of Users	Est. Annual Revenue/User	Est. Valuation/User	KYC
Credit Karma	US	Credit Scoring	80.0 Million	\$ 8.00	\$ 125	Yes
Honey	US	Loyalty/Discounts	17.0 Million	\$ 20.00	\$ 318	No
Robinhood	US	Investing	13.0 million	\$ 14.00	\$ 862	Yes
Chime	US	Challenger Bank	8.0 Million	Not Available	\$ 1,812	Yes
MoneyLion	US	Challenger Bank	5.0 Million	Not Available	\$ 270	Yes
Acorns	US	Investing	4.5 Million	Not Available	\$ 258	Yes
KOHO	CDN	Challenger Bank	0.2 Million	Not Available	\$ 858	Yes

References available upon request. All values in USD. E. & O.E.

Engaging with KABN NA

Company Website:

www.kabnsystemsna.com

KABN NA Blog

<https://kabnaholdco.com/kabna-holdings-corp-blog/>

Liquid Avatar:

www.liquidavatar.com

KABN KASH:

www.kabnkash.com

KABN Card:

www.kabncard.com

Liquid Avatar Marketplace:

www.liquidavatarmarketplace.com

Social Media:

[Twitter](#)

[Facebook](#)

[LinkedIn](#)

[Medium](#)

[YouTube](#)

[Telegram](#)

Recent Videos:

Introducing Liquid Avatar:

<http://ow.ly/iC7m50CnhSa>

Liquid Avatar Demo:

<http://ow.ly/E7Ui50CnhUz>

David Lucatch Interview with

Agoracom:

<http://ow.ly/bM4q50CnhXw>

KABN NA Showcase:

<http://ow.ly/Rqvp50CnhYW>

Why Does Digital Identity Matter 2020 and Beyond?

<http://ow.ly/5K2650Cni1n>