



Liquid Avatar to Present at Apex Comic Group's San Diego Comic-Con Virtual Panel

Liquid Avatar launches open call for emerging artists at world's largest comic book, fantasy and manga event

Toronto, Canada, June 25, 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, is pleased to announce that its Liquid Avatar platform (www.liquidavatar.com) has partnered with Apex Comics Group (www.apexcomicsgroup.com) founder and publisher, Mariano Nieceza to present at this year's San Diego Comic-Con @Home event. The Apex Comics Group panel will take place on Saturday, July 25, 2020 at 5 pm Pacific Time / 8 pm Eastern Time.

San Diego Comic-Con is hailed as the largest attended event in San Diego annually with over 135,000 attendees in 2019 according to VisitSanDiego.com. This year's event, celebrating 51 years, will be held virtually for the first time, bringing the event to the world.

KABN's presentation during the Apex panel will focus on this week's earlier announcement launching Liquid Avatar's Creator program which is bringing some of the world's leading pop culture, comic book, fantasy, anime, manga and other iconic Artists together to create Illustrator and Signature series Liquid Avatars. There is also an open call for emerging Artists to join these programs and sell one of a kind, digital series and limited runs of custom Liquid Avatars. All custom Liquid Avatars will be available in the Liquid Avatar Marketplace launching in Q3 (www.liquidavatarmarketplace.com). A select group of emerging Artists will also be commissioned to create new, free Liquid Avatar icons available in the program's Creator Studio.

Liquid Avatars are high quality digital icons for personal or business use that emulate a user's digital “wallet” and “keyring” allowing them to manage and control their digital identity, credentials, and valuables. Powered by KABN ID with its biometrics, including facial recognition and other security features, Liquid Avatars can be shared with 3rd parties on a permission basis to verify identity without exposing any sensitive data. There is no cost for a consumer to create or manage their Liquid Avatar account and use the platform.

With the evolving macroenvironment driving an increased amount of time spent online, KABN believes that digital identity will become more important as users look to work, play, educate, game and shop virtually and will need to protect, manage and control the use of their digital identity.

Each custom Liquid Avatar, including the Illustrator and Signature series program, will also be supported by a Digital Certificate of Authenticity (“DCA”), based on blockchain technology developed by the KABN Network. DCAs allow for the issuance, recording, management and transfer of digital assets using IBM's Hyperledger Fabric.

“San Diego Comic-Con is a perfect place to showcase Liquid Avatars and we want to support the growing number of young, emerging artists and help them kickstart their career through the creation of custom Liquid

Avatar icons,” said **Ben Kessler, CEO**. “Our Liquid Avatar program is positioned to give people a wide range of choices on how they want to digitally present themselves as well as manage and control their digital identity, private and public data. Embracing the professional and emerging Artist community will provide unique opportunities to showcase their work while creating new sources of revenue for themselves and KABN.”

Liquid Avatar is developing custom icons for online groups, events and conferences to create incentives for participation. Liquid Avatar also has other gamification features like badges to create recognition and rewards for attendance and participation.

KABN believes that ownership of identity is a basic human right and individuals should be the primary beneficiary of any use of their identity. KABN North America generates revenue by providing users with high value services and delivering permission-based offers that fit their aggregated public data profiles through KABN KASH and the KABN Visa Card. KABN never rents, sells or provides data to outside parties without permission and complies with jurisdictional privacy rules and regulations.

Over the coming weeks, KABN will begin its rollout of products and programs, initially on an invitation-only basis to its customers, social media, gaming and its network partners.

KABN North America – Showcase – July 7th and July 8th at 12 pm to 1 pm Eastern

KABN North America will be holding a virtual showcase event to present an overview of its products and offerings on July 7th and 8th from 12 pm to 1 pm Eastern. To register for either of these events, please click on either of the links below:

July 7th - <https://aw14bfc0.aweb.page/p/d4e2ce95-8957-4fc7-be5c-3384a511398e>

July 8th - <https://aw14bfc0.aweb.page/p/b82604b4-cc9e-4e7a-86ba-ebcec20ab856>

About KABN – 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 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.

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.

KABN Systems NA Holdings Corp. is publicly traded on the Canadian Securities Exchange under the symbol: **KABN**

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.

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.