



Liquid Avatar to Join Apex Comics Group Presentation at Comic-Con @Home

Liquid Avatar and Apex creates Open Call for Artists to create icons for Liquid Avatar Marketplace

Toronto, Canada, July 23, 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 on Saturday, July 25 at 5 pm Pacific / 8 pm Eastern, in conjunction with Apex Comics group CEO and Founder, Mariano Nicieza, KABN will be presenting a virtual discussion and overview of the Liquid Avatar platform (www.liquidavatar.com) at Comic-Con @ Home for comic book, fantasy, anime, manga and gaming fans worldwide. The event can be viewed at: <https://comiccon2020.sched.com/event/d4zK/apex-comics-publishing-group-2020-2021-exclusive-previews>. The Liquid Avatar platform allows for the management and control of digital identity as well as personal and private data and is available to consumers at no cost.

This event also begins the launch of Liquid Avatar’s Open Call for the Artist community, allowing students, emerging artists, hobbyists and others to create and provide submissions for review, by a panel of experts, for feedback and potential inclusion into the Liquid Avatar Marketplace (“Marketplace”) coming later this summer. All approved Artists will have their own catalog presented in the Marketplace allowing them to showcase icons available for sale.

The Liquid Avatar Marketplace will offer users with a new type of Avatar experience in addition to their free icons that they can create in the platform’s Creative Studio. Liquid Avatar users will be able to acquire custom-designed and limited availability icons from leading 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.

“The reaction from the professional Artist and Creator community has been outstanding and we’ve already received submissions of some great icons for the Liquid Avatar Marketplace,” said Mariano Nicieza, CEO and Founder Apex Comics Group. “By opening the program to the overall market and allowing other talented Artists to come forward and participate and create icons, I believe, will further enhance the opportunities for Liquid Avatar.”

Liquid Avatar has begun its North American launch program to early adopters and welcomes the public to request an invitation at: <https://liquidavatar.com/liquid-avatar-early-adopter/>

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.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.