



## **KABN's Liquid Avatar partners with Geon Network for Augmented Reality**

**Toronto, Canada / Gibraltar, August 19, 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 it has signed an initial agreement with Europe-based, Geon Network (“Geon”) ([www.geon.network](http://www.geon.network)), a global leader in Augmented Reality (“AR”) technologies to provide Liquid Avatar and KABN users with a host of innovative AR applications, including Geon’s patent pending AR-based geo-location mining (“Geo-mining”) rewards platform. This technology allows users to interact with a predetermined “real” location and see a series of virtual objects, interactive images, beacons, tasks, and events using their mobile device. Liquid Avatar ([www.liquidavatar.com](http://www.liquidavatar.com)) will be partnering with GEON to create proprietary AR solutions to enhance its value proposition to consumers and commercial partners.

According to a July 24<sup>th</sup>, 2020 report posted on Benzinga.com, the global augmented reality services market is expected to reach \$148.72 billion in 2023 (*Business Research Company's Augmented Reality Services Market Global Report 2020-30: Covid 19 Growth and Change*).

Predominantly in the EU, Geon has over 200,000 app downloads on iOS and Android as well as over 1.7 million pre-set AR locations with over 80,000 created by the Geon community and business partners. Geon users visit over 3,700 locations weekly. This year at the World Economic Forum in Davos, Switzerland, Geon successfully launched an Augmented Reality mapping and location platform for visitors. Further, during the recent presidential elections in Poland, the Geon platform was used to promote voting locations, with over 5,800 Geon users visiting voting booths.

Geon’s gamification program allows users to set up or visit predetermined virtual objects, beacons or events at specific geographic locations and earn rewards, like “coins”, discounts, and other items, for time spent and / or tasks completed. In early testing, over 6,000 users redeemed business products and services in the Geon in-app store using Geon coins.

In North America, KABN will be partnering and adapting this technology to create AR experiences with Liquid Avatar for sharing, shopping, dining, tourism and more. The platform will generate virtual, location-based offers, games, and tasks for users to engage with, on a permission basis, delivering value to Liquid Avatar’s known and verified userbase. Liquid Avatar users will benefit from finding virtual “Easter Eggs”, receiving potential rewards like coupons, discounts, loyalty points and more, supporting both digital and conventional engagement.

Using complimentary technology, Liquid Avatar users will also be able to send AR-based messaging to other users, creating a host of new interactive ways to communicate with each other on the Liquid Avatar platform.

“We believe that Augmented Reality will play a big part of the evolution of online consumer engagement and insight analysis. Consumers can visit real locations, interact with virtual objects like logos, displays, menus, information and receive special offers and incentives,” said **Ben Kessler, CEO**. “Our partnership with Geon will allow us to accelerate the AR integration process and create new and innovative ways to build value and revenue for Liquid Avatar users and the KABN suite of services.”

Mr. David Lucatch, Co-Founder, President and Director of KABN has agreed to join the Board of Directors of Geon and has been an active investor and advisor to Geon since its inception.

KABN 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/>

### **About Geon Network – [www.geon.network](http://www.geon.network)**

The Geon Network (“Geon”) was established in 2018 in cooperation with the NetSprig Foundation which was one of the first crypto & blockchain R&D NGO's in European Union. Geon’s leadership team is comprised of fintech, gaming and crypto specialists, whose main goal is to grow a global geotargeting and localized engagement platform.

The Geon App is an augmented reality app powered by blockchain and smart contracts that allows consumers and businesses to create virtual objects, called “Geons” located anywhere in the world. When a user creates a Geon, they can deposit funds (Geon Coins) or other rewards, which can then be withdrawn by anyone near it based on fixed time and distance to the object and other rules. Geons can also be launched in specific geolocations with embedded tasks, activities or events that need to be completed by users who want to withdraw the Geon Coins or other rewards, like coupons or loyalty points, through a process called “Geo-mining” A Geon attracts people to certain places and rewards them for their time and attention.

### **About KABN North America – [www.kabnaholdco.com](http://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:

**Liquid Avatar** allows users to create high quality digital icons representing their online personas. These icons, in conjunction with KABN ID, allows users to manage and control their Digital Identity and to use Liquid Avatars to share public and permission based private data when they want and with whom they want. [www.liquidavatar.com](http://www.liquidavatar.com)

**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.

**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](http://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](http://www.kabnkash.com)

For more information, please visit [www.kabnnaholdco.com](http://www.kabnnaholdco.com) or [www.kabnsystemsna.com](http://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.*

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**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.