



## **Liquid Avatar Partners with The Campus Agency to Reach US University and College Students on Campus and Virtually**

*Access to up to 2,000 US Colleges and Universities with reach of up to 1.5 Million Students*

**Toronto, ON Canada – January 19, 2021** – KABN Systems NA Holdings Corp. (CSE:KABN / OTC:TRWRF / FRA:4T51) (the “Company”, “KABN North America” or “KABN NA”) ([www.kabnsystemsna.com](http://www.kabnsystemsna.com)), a North American Fintech solutions company specializing in empowering individuals to manage, control and generate value from their biometrically-verified Self Sovereign Identity (“SSI”) through its Liquid Avatar ([www.liquidavatar.com](http://www.liquidavatar.com)) platform, announces today that it has entered into an agreement to partner with US based, The Campus Agency ([www.thecampusagency.com](http://www.thecampusagency.com)) to create innovative engagement programs for Liquid Avatar to reach the US college and university student, alumni and family market.

KABN NA and The Campus Agency will be working together to engage micro-influencers, develop and launch innovative engagement and Augmented Reality programs to introduce the college and university market to the Liquid Avatar and KABN value programs. The partnership goals are to increase brand awareness, maximize engagement, educate users on the value proposition of Self Sovereign Identity, and generate user benefits and revenue for the partnership program.

With reach to over 2,000 US College and University campuses and over 1.5 Million Gen Z students, alumni and families, The Campus Agency has been supporting innovative direct to student and online marketing programs for over 40 years.

*“We’re excited to bring our 40 years of creating success on campus and digital initiatives to Liquid Avatar and to bring this important and innovative program to our collegiate communities, allowing users to manage and control their digital identity and future credentials safely and securely,” said Chris Nyland, Chief Operating Officer, The Campus Agency. “This is our second program with KABN North America and Liquid Avatar, as we’re already jointly a part of the COVID-19 consortium for creating Verifiable Identity Healthcare Credential.”*

KABN North America’s mission is to empower users to manage, control and financially benefit from their biometrically verified Self Sovereign Identity. Launching in the coming weeks, KABN NA’s Liquid Avatar ([www.liquidavatar.com](http://www.liquidavatar.com)) platform allows users to create high quality digital icons of themselves, representing various facets of their personality that allows them to share what they want, when they want, and with whom they want, as easily as sharing an image. Liquid Avatar users will also be able to create digital wallets to manage and store a wide range of

verifiable identity and access credentials, providing users with the tools and services to take their conventional identity online, and prove themselves as easily and effectively as they do in the “real world”.

*“The collegiate market and Gen Z cohort are primary opportunities for Liquid Avatar and KABN” said **David Lucatch, CEO KABN**. “These groups are major influencers to their friends and families, and we believe that we can offer users a wealth of value and increase their ability to manage their Self Sovereign Identity through our tools and services. The Campus Agency is the perfect organization to complement our efforts and to partner with.”*

KABN KASH, in combination with its KABN Visa Card (currently available in Canada with expansion opportunities for the US currently being explored), provides access to over 300 brand-named merchants that will reward users with cash back on their online purchases.

*If you would like to join our mailing list and receive updates on KABN Systems NA Holdings Corp., please [click here](#)*

#### **About The Campus Agency – [www.thecampusagency.com](http://www.thecampusagency.com)**

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To learn more about The Campus Agency, please visit [www.thecampusagency.com](http://www.thecampusagency.com)

#### **About KABN Systems NA Holdings Corp – [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 Self Sovereign Identity, empowering users to control and benefit from the use of their online identity.

Liquid Avatar is a verified Self Sovereign Identity platform that empowers users to create high quality digital icons representing their online personas. These icons, in conjunction allow users to manage and control their digital identity and Verifiable Access and Identity Credentials, 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 North America has a suite of revenue generating programs that support the Liquid Avatar program, including KABN KASH a cash back and reward program that has over 300 leading online merchants and coming soon, an integrated offering engine. In Canada, KABN also has the KABN Visa Card, a “challenger banking” platform that allows users to manage and control a range of financial services for traditional and digital currencies. The Company is currently exploring expansion of the KABN Visa program to other geographic regions, including the USA.

KABN Systems NA Holdings Corp. is publicly listed on the Canadian Securities Exchange (CSE) under the symbol “KABN” (CSE:KABN).

The Company also trades in the US under the symbol “TRWRF” and in Frankfurt under the symbol “4T51”

If you have not already joined our mailing list and would like to receive updates on KABN Systems NA Holdings Corp., please [click here](#) to join!

For more information, please visit [www.kabnaholdco.com](http://www.kabnaholdco.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.*

*All websites referred to are expressly not incorporated by reference into this press release.*

**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.