



## ASX RELEASE – CRE8TEK

### Flamingo Boosts US Based Team With Key Hire

**PERTH, 9 DECEMBER 2016:** Cre8tek Limited (“Cre8tek” or “the Company”) (ASX: CR8) is pleased to announce Flamingo Customer Experience Inc. has secured the services of prominent US technology expert Rohinee Mohindroo as Chief Technical Officer of Flamingo’s US operations based in New York City.

Rohinee, with a Master’s in Computer Science from Monmouth University, has over 25 years of leadership experience across the technology sector. Before joining Flamingo, Rohinee co-founded Dyjit, a concept lab that focuses on projects that allow consumers and businesses to have better digital experiences with legacy industry verticals.

Before co-founding Dyjit, Rohinee was CIO of Rakuten Marketing, a subsidiary of Tokyo based technology company Rakuten with over 13,000 employees and revenues upwards of \$4.6b per year. During her tenure as CIO, Rohinee designed and piloted technology for organisations to support aggressive acquisition driven business growth, and acted as a management consultant to CTO’s of 11 acquired companies under the Rakuten umbrella.

Prior to this, Rohinee became President of Rakuten PopShops after she led the due diligence and acquisition of PopShops, a multi-million technology acquisition providing up to the minute pricing and normalised product data to advertisers and publishers to replace a legacy platform and generate new revenue streams.

Very relevant to Flamingo’s interest in the Life Insurance market, Rohinee previously was employed as the Assistant Vice President of Individual IT for MetLife, one of the world’s largest Life Insurers.

Rohinee will bring a wealth of experience to Flamingo as the company progresses further towards building one of the world’s first significant Conversational Commerce platforms to provide Cognitive Virtual Assistants (AI) to financial services companies globally.

With Flamingo’s substantial sales pipeline in the US, Rohinee will also lead the effort to prioritise and convert these opportunities with a key focus on the Insurance vertical, and work towards Flamingo’s penetration into the US Healthcare Insurance market, as a step towards engagement in the broader Healthcare market.

Flamingo CTO Joe Waller said “The US is our biggest market. We are thrilled to have Rohinee join us. Her experience in innovation, from scaling high performance technology - and from sitting on the other side of the table as a senior leader at MetLife – gives us the capability to rapidly grow our US client base, US commercial partnerships and US technology team.”

Rohinee commented “I am so excited to join Flamingo and work alongside world class business leaders and technologists. We are very much aligned in our approach to applying emerging technology to solve real world business problems. Flamingo’s platform will be a game changer for a wide range of industries.”

#### ABOUT CRE8TEK

Cre8tek (ASX: CR8) is a listed company that invests in pioneering technology solutions, with a particular focus on software marketing solutions, application software, communication software, SaaS, online social networking services, and security and encryption. Cre8tek acquired Global Agenda Technologies Pty Ltd (Agenda) in November 2015 and recently acquired high profile Australian Fintech business Flamingo Customer Experience Inc. in June 2016.

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**ABOUT FLAMINGO:**

Based in Sydney and NYC, in the emerging Conversational Commerce field, Flamingo is an Enterprise SaaS company, which provides a Cognitive Virtual Assistant (AI) platform designed for selling complex financial products online. Flamingo's Cognitive Virtual Assistant or Chatbot is called Rosie. Flamingo is one of Gartner's 'Cool Vendors' and clients include large financial services firms. [www.flamingo.ai](http://www.flamingo.ai)

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