

ASX RELEASE – CRE8TEK**Responses to Frequently Asked Questions**

PERTH, 6 FEBRUARY 2017: Cre8tek Limited (“Cre8tek” or “the Company”) (ASX: CR8) is pleased to provide further details related to its recent Quarterly Report, based on enquiries made to the Company by some investors. These questions and responses from the Company are set out below.

What is the Flamingo platform?

Flamingo is an Enterprise SaaS (Software as a Service) **Conversational Commerce Artificial Intelligence** platform that has two key components:

The first is the **Journey Assist™** platform which is integrated into the enterprise’s systems and is used by the enterprise to guide customers seeking to purchase financial services products online, through their research, education, product selection, quotation and payments stages. This platform can be used in HAVA mode (Human Assisted Virtual Assistant) or Automated mode (complete automation).

The second key component of Flamingo is the Cognitive Virtual Sales Assistant capability named “**Rosie**”. Rosie is a machine learning software program, using IP designed by Flamingo that is 1) able to converse with customers (like a Chatbot but far more technically sophisticated) and to 2) select the next best step (in the Journey Assist platform) for the customer in their process to purchase a product.

How does Rosie learn?

In order for Rosie to learn about an enterprise’s customers, products and sales process, she needs to be developed and trained through Human to Human (customer to employee) and then HAVA (Human Assisted Virtual Assistant) phases. This learning is done first using customers participating in the trial and then live customers who are buying products using Flamingo.

Rosie progresses the customer through research, education, quotation and payment phases of the sales journey through API (Application Programming Interface) integration into the enterprise’s systems or third party technology systems where data calls are made to these systems then brought into the Flamingo platform in a way that is seamless to the end-customer.

What is involved with implementing Flamingo?

The key components involved in implementing Flamingo include:

- 1) designing the sales journey;
- 2) developing the Cognitive Virtual Sales Assistant persona;
- 3) cloud hosting;
- 3) systems integration; and
- 4) meeting high level security requirements.

Flamingo has built its platform to be API driven meaning that enterprise systems can integrate into it. For large corporates (i.e. the types of enterprise Flamingo is targeting) integration with their legacy systems can be complex and implementation can therefore have dependencies on the enterprise’s systems and staff. Additionally, it is not uncommon that the scope of work is increased by the client, or that a client’s marketing or other project delivery needs change, both of which may affect timelines for delivery.

What is the implication of the Nationwide go-live extension?

In the Quarterly Report lodged with ASX on 31 January 2017 the Company noted a marginal extension of Flamingo's estimated go-live date for US-based client, Nationwide Insurance, from the previous estimate of February 2017 to Q2 2017.

Cre8tek can confirm that implementation work is progressing very well with Nationwide and Flamingo maintains a very strong relationship with the organisation.

Flamingo has previously conducted four (4) successful implementation trials across multiple lines of business with Nationwide, with the platform showing significant improvements in quotation rates, customer retention, renewals and customer advocacy.

Nationwide has noted at an Intelligent Assistant Conference held in San Francisco in September 2016 that the partnership with Flamingo is regarded by Nationwide as one of the most significant innovations in product and customer interaction platform undertaken by Nationwide.

Like all significant technology development projects, the implementation of high-tech Conversational Commerce and Artificial Intelligence systems requires not only expert development work and security validation by the Flamingo team, but also sees them working closely with their corporate customers on their internal change management projects.

Timeframe extensions for significant technology development projects, particularly when they are undertaken with large corporate customers such as Fortune 100 companies, are not uncommon across the technology industry during these implementation phases. It is also important to note that factors including but not limited to those mentioned above in "*What is involved with implementing Flamingo?*" may influence the current projected timeline.

Cre8tek would like to assure investors that this extension has no material effect on the business.

What timeframe does 'Q2, 2017' refer to?

The Quarterly Report notes that the Nationwide go-live date is estimated to be Q2, 2017. This timeframe refers to April-June, 2017.

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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 January 2016 and recently acquired high profile Australian Fintech business Flamingo Customer Experience Inc. in November 2016.

ABOUT FLAMINGO:

Based in NYC and Sydney, 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

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