

ASX RELEASE – CRE8TEK

Trial Agreement signed with Australian Marketplace Lender DirectMoney Ltd.

- Paid trial targeted with Australia's only listed marketplace lender DirectMoney targeted to commence Q2 (April-June) 2017

PERTH, 13 March 2017, Cre8tek Limited ("Cre8tek" or "the Company") (ASX: CR8) is pleased to announce that high-tech, Artificial Intelligence company, Flamingo Customer Experience Inc. has signed an agreement for a paid trial with ASX listed Australian marketplace lender, DirectMoney Limited (ASX: DM1).

This paid trial will be conducted over a six-month period, targeted to commence in Q2 (April-June) 2017. The Flamingo platform, constituting the Cognitive Virtual Sales Assistant, 'Rosie' and the Journey Assist™ platform, will be used by DirectMoney to trial guiding customers through an unsecured personal loan application.

Dr. Catriona Wallace, Cre8tek's Chief Executive Officer and Flamingo Founder commented:

"We are thrilled to be working with another exciting technology company such as DirectMoney, who are passionate about utilising cutting edge technology to provide better financial outcomes for Australians. DirectMoney will trial our platform in order to provide their customers with a market leading customer experience, ultimately aimed at driving an increased online sales conversion rate. This new paid trial underlines the increasing interest in the Flamingo platform across the Australian market. We continue to effectively execute our sales strategy across our primary geographies of North America and Asia Pacific and work towards converting our pipeline of opportunities from paid trials to monthly recurring revenue subscription contracts."

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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 high-tech Artificial Intelligence (AI) field in the emerging category of Conversational Commerce field, Flamingo is an Enterprise SaaS company, which provides a Cognitive Virtual Sales Assistant (AI) (called 'Rosie') and Intelligent Guided Selling platform, JourneyAssist™, designed for selling complex financial products online. Flamingo is one of global IT Analyst firm Gartner's 'Cool Vendors'. Clients include large financial services firms, globally.

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