

## ASX ANNOUNCEMENT

FLAMINGO PRESENTS AT INSURTECH ASIA FURTHER ADVANCING ASIA STRATEGY AND  
STRENGTHENING CUSTOMER PIPELINE

- ✦ Flamingo was invited to present to more than 10 of the major insurers across Asia, many with global footprints
- ✦ Discussions advancing for multiple near term paid trials for the Asian insurance market

**PERTH, 4<sup>th</sup> May 2017**, Cre8tek Limited (“Cre8tek” or “the Company”) (ASX: CR8), owner of high-tech, Artificial Intelligence company, and Cognitive Virtual Assistant platform provider, Flamingo Customer Experience Inc. (“Flamingo”), provides an update on progress with Flamingo’s strategy to enter the Asian market.

Asia represents a major strategic market for the business, where the insurance sector remains in transition and investment in fintech companies has been reaching new heights, hitting \$8.6 billion in 2016<sup>1</sup>.

In the last week of April, Flamingo participated in the InsurTech Asia Summit and Roadshow which connected 100 corporate leaders and 30 global insurers across Singapore, Hong Kong, Kuala Lumpur, Bangkok, and Jakarta. The roadshow component involved Flamingo presenting to more than 10 of the major insurers, many with global footprints.

Participation in the program has significantly strengthened the customer pipeline in the Asian market, with Flamingo entering into several immediate discussions for paid trials. The Company is confident in its ability to convert these discussions into an active relationship and looks forward to providing further updates as they materialise.

As previously announced, Flamingo is one of eight finalists in MetLife Asia’s Start-up accelerator program, for which it will deliver the final pitch on 19 May 2017 in Singapore. If successful, Flamingo will be awarded a US\$100k contract to pilot its solution within the insurer across Asia.

[ENDS]

**ABOUT CRE8TEK**

Cre8tek (ASX: CR8) is a listed company that invests in pioneering technology solutions. Cre8tek acquired high profile Australian Fintech business Flamingo Customer Experience Inc. in November 2016.

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 Gartner’s ‘Cool Vendors’ and clients include large financial services firms, globally. [www.flamingo.ai](http://www.flamingo.ai)

**For further information, investor or media enquiries, please contact:**

---

<sup>1</sup> <https://assets.kpmg.com/content/dam/kpmg/xx/pdf/2017/02/pulse-of-fintech-q4-2016.pdf>



Jon Snowball / Sue I Ong  
FTI Consulting  
Email: [investor@flamingo.io](mailto:investor@flamingo.io)  
Phone: +61 2 8298 6100

**Flamingo - Social Media Policy**

Flamingo is committed to communicating with the investment community through all available channels. Whilst ASX remains the prime channel for all material announcements and news, investors and other interested parties are encouraged to follow Flamingo on Twitter - @FlamingoCX