

**ASX ANNOUNCEMENT****Cre8tek signs Memorandum of Understanding with Deloitte**

**PERTH, 15 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”), is pleased to announce that it has signed a Memorandum of Understanding (MOU) with leading professional services firm Deloitte Australia (“Deloitte”).

Under the agreement Deloitte will collaborate with Flamingo to identify opportunities, initially in the Australian market. Deloitte and Flamingo will work together to develop Conversational Commerce opportunities, helping their clients to respond innovatively to changing consumer behaviours in the way goods and services are accessed and purchased.

At the completion of a 6-month term an opportunity exists under the MOU for the two parties to enter into a full Partnership or Alliance Agreement.

The relationship will assist Flamingo scale its business more efficiently through identifying opportunities to introduce its product to new clients, with Deloitte acting as an integration partner and reseller of the product.

The partnership will also explore the creation of additional product offerings targeting a number of new potential revenue streams including licensing and services fees.

Dr. Catriona Wallace, Cre8tek CEO and Flamingo founder, commented:

“The relationship with Deloitte represents a very important strategic step assisting Flamingo accelerate and scale the platform globally. We are thrilled to be partnering with a firm of Deloitte’s calibre, the largest management and technology consulting firm in the world, and together have already commenced assessing near term opportunities that will add to the strength of the Company’s expanding customer pipeline.”

Nicholas White, Principal at Deloitte, added:

“Flamingo’s Conversational Commerce solution provides enterprises with a platform approach to developing a chat based connection with their customers. The solution is focused on complementing existing sales channels whilst enabling chat based interactions, cognitive automation, and increasing sales conversion rates. Flamingo is a great example of Australian based innovation which we are privileged to be working with.”

**[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)

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