

ASX RELEASE – CRE8TEK**MONTHLY INVESTOR UPDATE WEBINAR**

PERTH, 3 August 2017, Cre8tek Limited (“Cre8tek” or “the Company”) (ASX: CR8) advises that it will be holding regular monthly webinars to update investors on the status of client engagements and product development.

The first webinar will be held on Thursday August 10th at 1:00pm AEST (11:00am AWST).

To register please use [this link](#).

All investors are encouraged to submit questions to investor@flamingo.io no later than 48 hours prior to the start of the webinar (Tuesday 8th August for this month).

Further detail is available in the Client Engagement Protocol and Monthly Webinar Overview which follows this announcement.

[ENDS]

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

Email: investor@flamingo.io

Flamingo - Social Media Policy

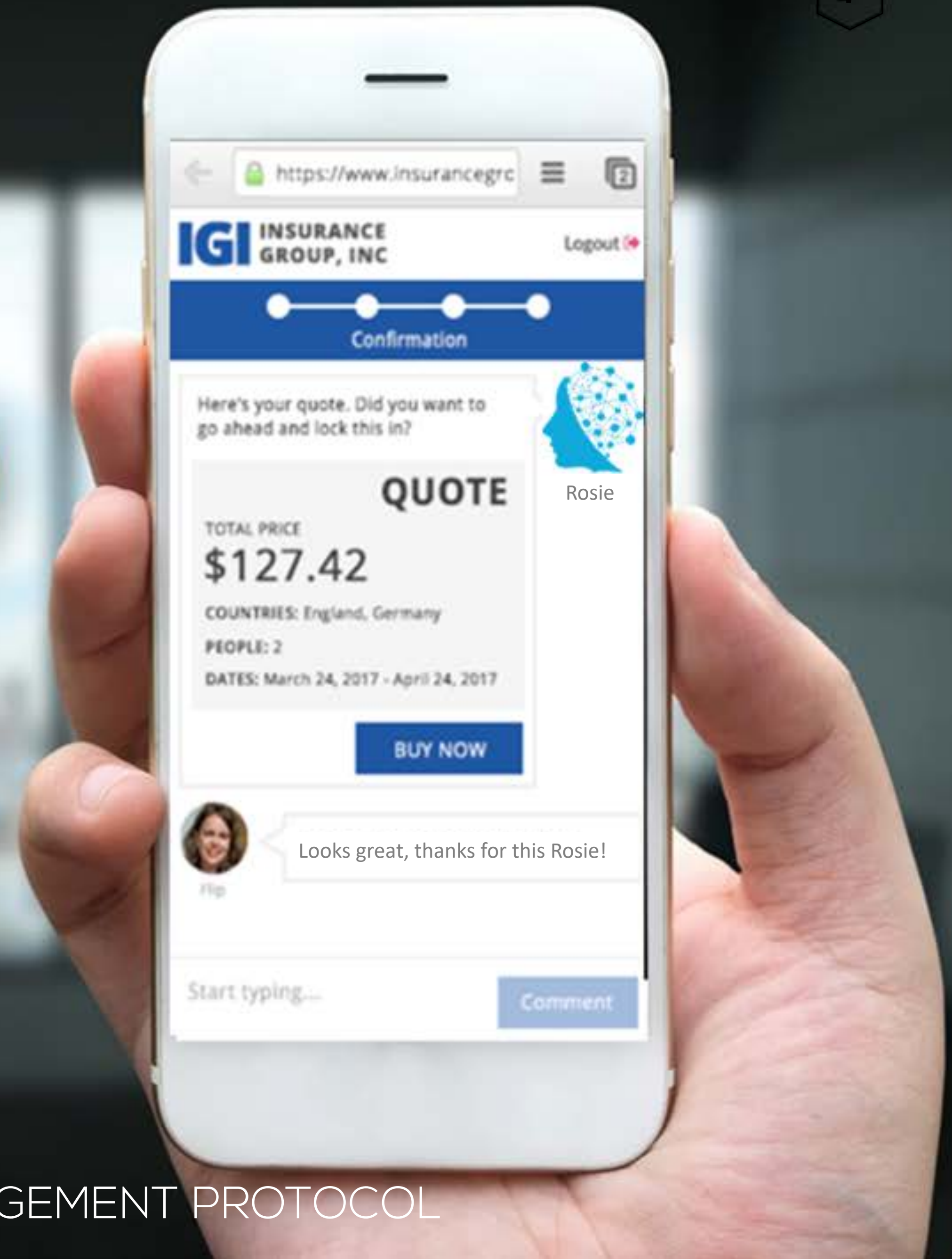
Flamingo is committed to communicating with the investment community through all available channels. Whilst ASX remains the prime channel for all material announcements and news, investors and other interested parties are encouraged to follow Flamingo on Twitter - @FlamingoCX



flamingo
Intelligent Automated Conversations



ROSIE



MARKET UPDATE: MONTHLY WEBINAR AND CUSTOMER ENGAGEMENT PROTOCOL

MONTHLY INVESTOR WEBINARS

Flamingo (Cre8tek Ltd), a high-tech Artificial Intelligence company, is pleased to commit to scheduled monthly webinars for their investors. Due to the nature of the technology, stringent implementation requirements and time required to complete these engagements, our investors are entitled to development updates.

On the second Thursday of the coming months (commencing the August 10th 2017) the company will be hosting a live webinar with question submissions closing at 5pm AEST the Tuesday prior to the webinar (Tuesday 8 August for this month).

To submit questions please email investor@flamingo.io

To register for the webinar please use this [link](#)

CUSTOMER ENGAGEMENT PROTOCOL

Flamingo (Cre8tek) Ltd have been engaged by 8 companies including 3 US-based Fortune 100 firms and 2 ASX 100 companies since 2015. The process in which these engagements progress into Monthly Recurring Revenue (MRR) clients has been refined to a 6-stage process.

Over the last 6 months the Company has implemented additional internal protocols to ensure there are minimal barriers for US and Australian insurance enterprises when implementing Artificial Intelligence and Machine Learning systems. This protocol includes advanced security certifications, procurement and compliance requirements.

The subsequent two slides of this presentation display the 6-stage process and the position of the current engagements within this process.

As the Company approaches its first Monthly Recurring Revenue(MRR) client install base the Company will focus the majority of senior management and resources on both the success of these MRR clients and the planning to scale the Flamingo offering across multiple lines of product and business within these client organisations.



ROSIE

CUSTOMER REVENUE JOURNEY

1

SALES AND ONBOARDING

Company identifies suitable use cases, customer pain points and conducts technology readiness assessment with Customer CTO/CIO.

2

CONTRACT NEGOTIATION AND TRIAL AGREEMENT

Company negotiates and executes production pilot agreement including integration into Customer systems. Terms include usage, data, security, pricing and operational support. [Fixed price and duration applied.](#)

3

PLATFORM DESIGN AND INTEGRATION

Platform customised to Customer requirements:

1. Training the Cognitive Virtual Assistant in H2H (Human to Human) and HAVA (Human Assisted Virtual Assistant) modes
2. Customer journey designed and configured on JourneyAssist platform.
3. Existing or sourced conversational data used to pre-seed (pre-train) the machine learning (ROSIE)
4. API integration and testing
5. Conduct User Acceptance Testing
6. Train Customer staff

4

PRODUCTION PILOT & GO-LIVE

4a. Customers "Go-Live" with the software in a production environment with real customers for the duration of the pilot.

SOFTWARE LICENSE AGREEMENT NEGOTIATION

4b. Concurrent with pilot duration the Company negotiates license agreement for ongoing usage and operational support.

5

PRODUCTION AND CONVERSION TO MRR

Following execution of license agreement Customer enters into full production. [The fixed price and duration pilot converts to ongoing usage and Monthly Recurring Revenue \(MRR\).](#) All analytics and usage are compiled to assist in selecting subsequent roll-out of Flamingo to other products within the Customer business.

6

SCALE (LAND AND EXPAND STRATEGY)

The software license MRR subscription value increases as the Customer usage increases. Usage increases can be rapidly deployed as all security and integration hurdles have been met throughout pilot and production phase. Increases in the implementation size can be driven via by deployment of additional Virtual Assistants, product enhancements and usage (number of conversations) increases.

CURRENT ENGAGEMENTS

1

SALES AND
ONBOARDING

Advanced
discussions with 15
large insurers
across US and
Australia

2

CONTRACT
NEGOTIATION
FOR TRIAL
AGREEMENT

Large Asian
based general
insurer

MetLife

Asia

Large Australian
general insurer

Australian based
Credit Union

3

PLATFORM
DESIGN &
INTEGRATION

**FORTUNE
100**

Fortune 100
US
based
insurer

Nationwide

**FORTUNE
100**

Fortune 100
US
based

AMP

**Direct
Money**

4

PRODUCTION
PILOT AND
GO-LIVE

5

PRODUCTION
& CONVERSION
TO MRR

6

SCALE

