

ASX RELEASE – CRE8TEK

Release of New Artificial Intelligence Product (MAGGIE)

- Flamingo develops second AI/Machine Learning product, a Cognitive Virtual Inquiry Assistant named MAGGIE
- To be used by companies to generate leads from website inquiries
- Light touch, low cost step into Artificial Intelligence

PERTH, Thursday 7 September, 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 released a new product, a Cognitive Virtual Inquiry Assistant, which the company has named MAGGIE.

MAGGIE is a Cognitive Virtual Assistant and is the company’s second machine learning product, following the existing Journey Assist platform and machine learning software, ROSIE.

Where ROSIE has been developed to increase a company’s online sales conversion rates, MAGGIE has been developed to concierge customers from first point of online contact to the top of the sales pipeline or process.

The company envisions that MAGGIE will appear on client company’s website(s) to process Frequently Asked Questions (FAQ) and other information assets. In addition to assisting in answering general product questions customers have, MAGGIE can then guide customers to sales opportunities elsewhere on the client’s websites.

MAGGIE is also capable of feeding sales leads into Journey Assist and ROSIE, (the Cognitive Virtual Sales Assistant) and is designed to be low-cost product to implement and train with simple and easy to use administration and performance management pages.

While MAGGIE can be implemented on a website to replace or augment an FAQ, MAGGIE can also monitor messages on other internet facing communication channels such as Twitter, responding to certain tags and guiding leads to appropriate client pages, forms or journeys. MAGGIE trains itself in real-time while interacting with consumers. MAGGIE can also be taught responses for situations where MAGGIE does not initially know an answer, improving its capabilities over time.

MAGGIE, the Cognitive Virtual Inquiry Assistant was developed as a direct response to requests for an entry level Artificial Intelligence product that is an improvement on current FAQ and webchat tools. In particular, it is expected that this product is suited to companies with complex products and websites.

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

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ABOUT CRE8TEK

Cre8tek (ASX: CR8) is a listed company that invests in pioneering technology solutions. Cre8tek acquired high profile 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

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](https://twitter.com/FlamingoCX)

Company Investor Newsletter

The Company encourages investors to subscribe to the Cre8tek/Flamingo investor community newsletter at <https://flamingo.ai/investor-portal/>