

**ASX RELEASE – CRE8TEK****AMP Goes live with Flamingo's Virtual Assistant**

- ASX Top 50 company, AMP Limited, has entered post-testing Go-live phase with Flamingo's Cognitive Virtual Assistant product, ROSIE
- AMP's customers are interacting with Flamingo's Virtual Assistant

**PERTH, Monday 23 October, 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 ASX 50 company, the AMP, has commenced its post testing go-live phase of Flamingo's Cognitive Virtual Assistant platform, where AMP's customers are interacting with the Virtual Assistant.

The go-live process of Flamingo's Virtual Assistant platform for AMP included initially conducting a 'soft-launch' where the platform was used in a limited manner in order to fine tune the Virtual Assistant based on real customer interactions. Following the completion of the soft-launch, AMP has now entered the next phase of 'go-live', where the platform is being used to interact with customers on an extended basis.

The Company is also pleased to report that all current client implementations, three US-based and two Australian-based, are progressing well.

The Company looks forward to providing the market further updates on progress with client deployments.

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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 Customer Experience Inc. is an Enterprise SaaS company which provides a Cognitive Virtual Assistant (AI) platform designed for selling complex financial products online. Flamingo's Cognitive Virtual Assistants are called ROSIE and MAGGIE. Flamingo is one of Gartner's 'Cool Vendors' and clients include large financial services firms. [www.flamingo.ai](http://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/>