

## ASX RELEASE – CRE8TEK

**Customer Implementation & Business Update**

-  Implementations well advanced with multiple paying customers in US and Australia
-  Market entry into Asia underway
-  Advancing sales and integrator partnership opportunities

**PERTH, 6 April 2017**, Cre8tek Limited (“Cre8tek” or “the Company”) (ASX: CR8), owner of high-tech, Artificial Intelligence company, Flamingo Customer Experience Inc. (Flamingo), is pleased to provide the following update on customer deployments across its priority markets, North America and Australia, as well as an update on early traction in the Asian market.

**North American Market**

Fortune 100 insurer, Nationwide, is implementing the Flamingo solution for one of its first direct-to-customer products. The implementation involves integrating both the JourneyAssist platform and ‘ROSIE’, the Cognitive Virtual Sales Assistant, into Nationwide’s systems plus passing rigorous customer data, privacy and security standards. Integration of the platform is progressing well with Nationwide increasing the scope of work and additional payment to Flamingo secured. Nationwide will use the Flamingo products for both online sales and post-sale customer service.

On 17 November 2016, the Company announced it had commenced a paid trial with an additional major US-based insurance provider. The engagement has now progressed into implementation phase. Integration into the insurer’s systems is highly complex but is progressing extremely well and, at this stage, is due to be completed in Q3 2017.

Flamingo will keep the market updated on progress. It is important to note that the complexity in implementation and high security standards combined with Flamingo’s increasing experience and understanding of how to accelerate integrations creates high barriers to entry to other vendors attempting to enter this field.

**Australian Market**

Leading Australian financial institution, AMP Limited, is undertaking a paid trial and implementation of the Flamingo solution. The implementation process involves the deployment of the JourneyAssist platform and the development and training of ‘ROSIE’, the Cognitive Virtual Sales Assistant, designed specifically for AMP.

Online personal loan provider, DirectMoney, is undertaking a paid trial and implementation of the Flamingo platform, JourneyAssist and Cognitive Virtual Assistant, ‘ROSIE’, due to commence in Q2 2017. The trial is expected to run for six months and is focused on online sales of personal loan products.

**Asian Market**

Selected out of 140 applicants globally, Flamingo is one of eight finalists in MetLife Asia’s Start-up accelerator program. Preparations for the final pitch are progressing well which is scheduled for 19 May 2017 in Singapore. If successful, Flamingo will be awarded a US\$100,000 contract to pilot its solution within the insurer across Asia.

Flamingo was also selected as one of 20 companies globally to win a position in InsurTech Asia's Roadshow program. This program will run between 20-28 April, 2017, and involves presenting to insurers in Hong Kong, Indonesia, Thailand, Malaysia and Singapore.

**Product Development**

Flamingo has been working with Advisor Tim Brewer to prepare a number of existing products within the CustomerCreate Product Suite to take to market in the next six months. The CustomerCreate product suite includes modularised components of the JourneyAssist platform and Cognitive Virtual Assistant suitable for companies that want to take a light touch step into Artificial Intelligence. This product suite will enhance Flamingo's current products in market, JourneyAssist and 'ROSIE' the Cognitive Virtual Sales Assistant, opening up new market and customer opportunities for Flamingo.

**Partnership Development**

Flamingo has an existing and successful formal partnership with US based, The Clarion Group, who provide sales leads in the North American market. Flamingo is in advanced discussions with a number of similar partners in the Australian and Asian markets. The sales strategy for Flamingo includes working with a number of select partners who will take the Flamingo product suite to market as resellers as well as act as integration partners.

**Informational Webinar**

The Company will host a webinar on Tuesday, 18 April 2017 at 3pm AEST. The webinar will include a brief presentation from CEO Dr Catriona Wallace on the Flamingo sales cycle and customer implementation process. There will be an opportunity for Q&A following the presentation. Registration details will be announced to the market shortly.

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**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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