Killi Releases 500+ Fair-Trade Audience Segments - Compensating Users Directly For The Use Of Their Data

New York, New York--(Newsfile Corp. - August 26, 2020) - Killi Ltd. (TSXV: MYID) (OTC: MYIDF), the global leader in consumer-controlled identity, announces that Killi's Fair-Trade Data™ audiences are available in the LiveRamp data store and can be delivered to any preferred DSP, DMP or social platform.

Summary:

- *Over 500 Killi fair-trade audience segments currently available and growing weekly.*
- *Each Killi consumer receives a cash dividend deposited directly into their Killi account when an audience segment, containing their data, is used.*
- *Seamless distribution to any preferred DMP, DSP or social platform (Google, Trade Desk, Amazon, Xandr, etc.)*
- *All audiences are 1st party, CCPA compliant, and derived from Killi accounts.*
- *Ability to create custom 'fair-trade' segments for clients via 1st party Killi panel.*

What is Fair-Trade Data™?

We are all familiar with the concept of fair-trade coffee, where a farmer is compensated fairly for their hard work. A commitment to fair-trade is a commitment to inclusion, transparency and fairness, traits that do not always exist in the data market today. Every provider speaks to their data and states that it is both 1st party and compliant. But how many of the consumers in that data set know that their data is part of the sale? If you believe that data is a manifestation of human identity, shouldn't the consumer be included in the transaction of their data in the same way a fair-trade farmer is? We think so! As a result, we created an entire taxonomy of Fair-Trade Data™ audience segments that you can use to inform your advertising buys in your preferred platforms. When you purchase a Killi Fair-Trade segment, 50% of the proceeds are redistributed back to the consumers in the form of cash where the money is deposited directly into their Killi account. These are not 'points', 'tokens', or coupons - this is cash, the currency that is used to trade data today. Amidst a US market where the unemployment rate is over 10% and climbing, we think this redistribution of wealth is the right thing to do. If you believe in ethical data, we encourage you to test Killi segments against those you have used in the past.

Killi Segments:

Killi offers segments including, but not limited to: age, gender, ethnicity, education, household income, and behavioural interests. Additionally, Killi also provides audiences detailing political preferences (voting history, political affiliation), as well as healthcare information (age, health history, family genetic illnesses, exercise frequency, exercise frequency, etc.). A sample of Killi segments is listed below.

- Killi > CCPA > Demographic > Politics > Republican_targeted
- Killi > B2C > CCPA > Interest > Automotive > Auto Owner > Owner Targeting: Honda
- Killi > B2C > CCPA > Interest > Shopping & Retail > Brand Preference > Recent Retail Visit - Best Buy
- Killi > B2C > CCPA > Demographic > Household > Parents with Younger Kids (5-10)
- Killi > B2C > CCPA > Interest > Travel > Hotels & Accommodations > Mid Range Hotels
- Killi > B2C > CCPA > Interest > Financial Literacy > Asks for Finance Advice
- Killi > B2C > CCPA > Interest > Food & Beverage > Sports and Energy Drinks

What Fair-Trade Data^{TM} means for your company

Buying Fair Trade Data from Killi means buying the data of individuals who have consented to sell their personally identifiable information. This information is ethical, legally compliant, and can be used in all areas of your business.

If you are interested in learning more about how to incorporate Fair-Trade Data^{TM} in your marketing, contact us here.

Fair-Trade Data^{TM} is that which includes the consumer in the transaction.

Privacy compliant and ethically sourced, Fair-Trade Data^{TM} represents the future of data.

About Killi

Killi is a consumer privacy ecosystem that aims to put people back in control of their data. Killi allows consumers to take back control of their consumer data from those who have been collecting it and selling it unbeknownst to them. Available on iOS, Android as well as the web, Killi is available internationally. With Killi, consumers can opt-in and link specific personal information from various financial and social accounts that they would like to put under their control and share with companies and be compensated directly in the form of cash for its use.

Download Killi here.

FOR FURTHER INFORMATION, PLEASE CONTACT:

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Forward-Looking and Other Cautionary Statements

This news release may contain "forward-looking statements" within the meaning of applicable securities laws, including, but not limited to, the Company's financing plans. Forward-looking statements may generally be identified by the use of the words "anticipates," "expects," "intends," "plans," "should," "could," "would," "may," "will," "believes," "estimates," "potential," "target," or "continue" and variations or similar expressions. These statements are based upon the current expectations and beliefs of management. They are subject to certain risks and uncertainties that could cause actual results to differ materially from those described in the forward-looking statements. These risks and uncertainties include, but are not limited to: the uncertainty surrounding the spread of COVID-19 and the impact it will have on the Company's operations and economic activity in general; and the risks and uncertainties discussed in our most recent annual and quarterly reports filed with the Canadian securities regulators and available on the Company's profile on SEDAR at www.sedar.com, which risks and uncertainties are incorporated herein by reference. Readers are cautioned not to place undue reliance on forward-looking statements. Except as required by law, the Company does not intend and undertakes no obligation to update any forward-looking statements to reflect, in particular, new information or future events.