



Kigo digital asset platform launch revolutionizes loyalty rewards & experiences across Augeo's global network of industry-leading engagement programs

ST. PAUL, MN (Oct. 24, 2023) — [Augeo](#), a global leader in engagement platform technologies and data-driven experiences, announced today the launch of its [Kigo](#) digital asset platform—integrating throughout its global network of loyalty and engagement programs an expansive new class of blockchain-enabled rewards and shareable experiences.

Kigo, a subsidiary of Augeo, pioneers a new era of Open Loyalty™ and gives Augeo clients access to the first comprehensive rewards marketplace for all forms of digital assets—enabling loyalty and engagement program users to redeem points for a robust selection of digital collectibles and connected experiences from popular brands, sports teams and creators.

“Kigo's industry-first Open Loyalty platform is a great addition to Augeo's engagement technology solutions and reflects our steadfast commitment to invention and innovation,” said Augeo Founder & CEO David Kristal. “Through the delivery of digital asset redemption experiences, the Kigo platform expands possibilities for loyalty and engagement experiences worldwide—empowering brands to provide more unique, immersive and rewarding benefits to their customers and employees.”

The Kigo platform launch is accompanied by the release of a mobile consumer app that enables users to redeem, hold, use and share their digital assets.

“We are thrilled to bring digital asset rewards and experiences to Augeo's network of brands and are grateful for the company's partnership in accelerating our vision for Open Loyalty throughout the engagement industry,” said Kigo CEO Peter Schultze. “The launch of Kigo with Augeo represents a key milestone in our journey—and creates a model that can extend to any loyalty and engagement program worldwide.”

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About Augeo

Augeo is a global leader in engagement platform technologies and data-driven experiences that foster people connections and cultivate brand advocates worldwide. Utilizing proven strategies and innovative technologies, we elevate engagement and strengthen relationships for our clients through flexible and scalable solutions in Workplace Engagement, Experiential, Social Activation, Customer Loyalty and Digital Asset Experiences.

With more than 45 years of experience, Augeo serves hundreds of clients including dozens of Fortune 500 companies, representing millions of people across the globe through our proprietary platform technology. Our mission is inspiring people to achieve more—one interaction, transaction and experience at a time.

For more information, visit www.augeomarketing.com.

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About Kigo

Kigo, a subsidiary of Augeo, is a digital asset technology company pioneering a new era of Open Loyalty™. Built by a team of loyalty leaders and blockchain innovators, Kigo's platform enables companies to expand customer and employee engagement through new forms of digital rewards and shareable experiences powered by blockchain.

For more information, visit kigo.io.