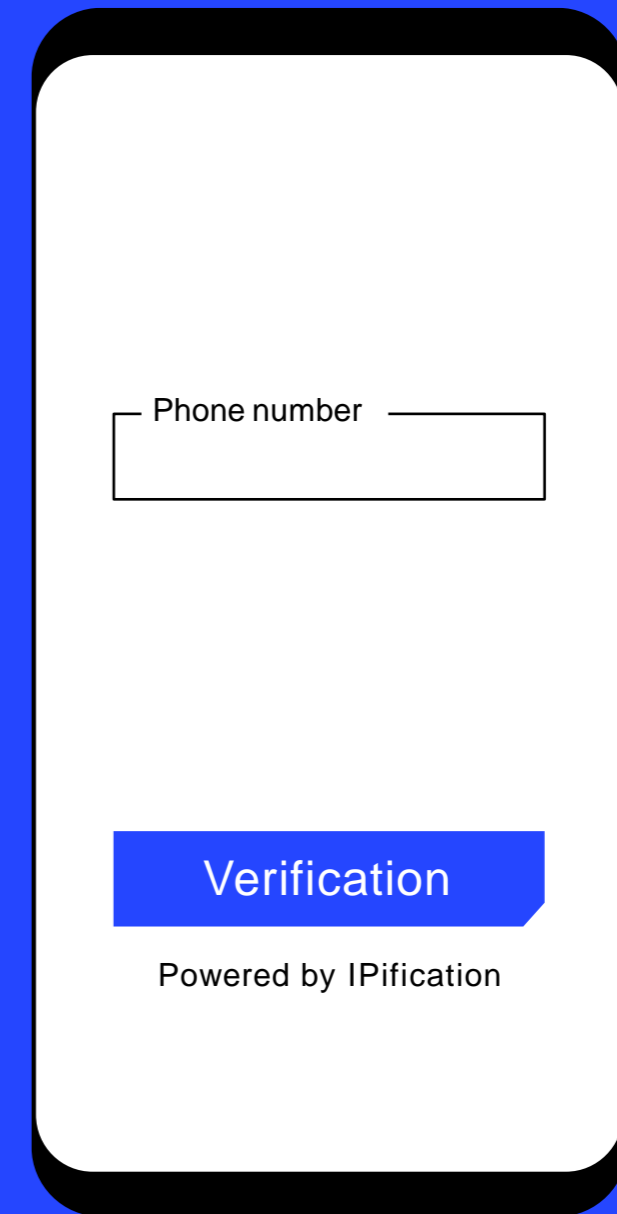




Next Generation Mobile Auth

Delighting customers through secure,
easy-to-use authentication.

www.ipification.com



Problem:

Unfriendly SMS OTP

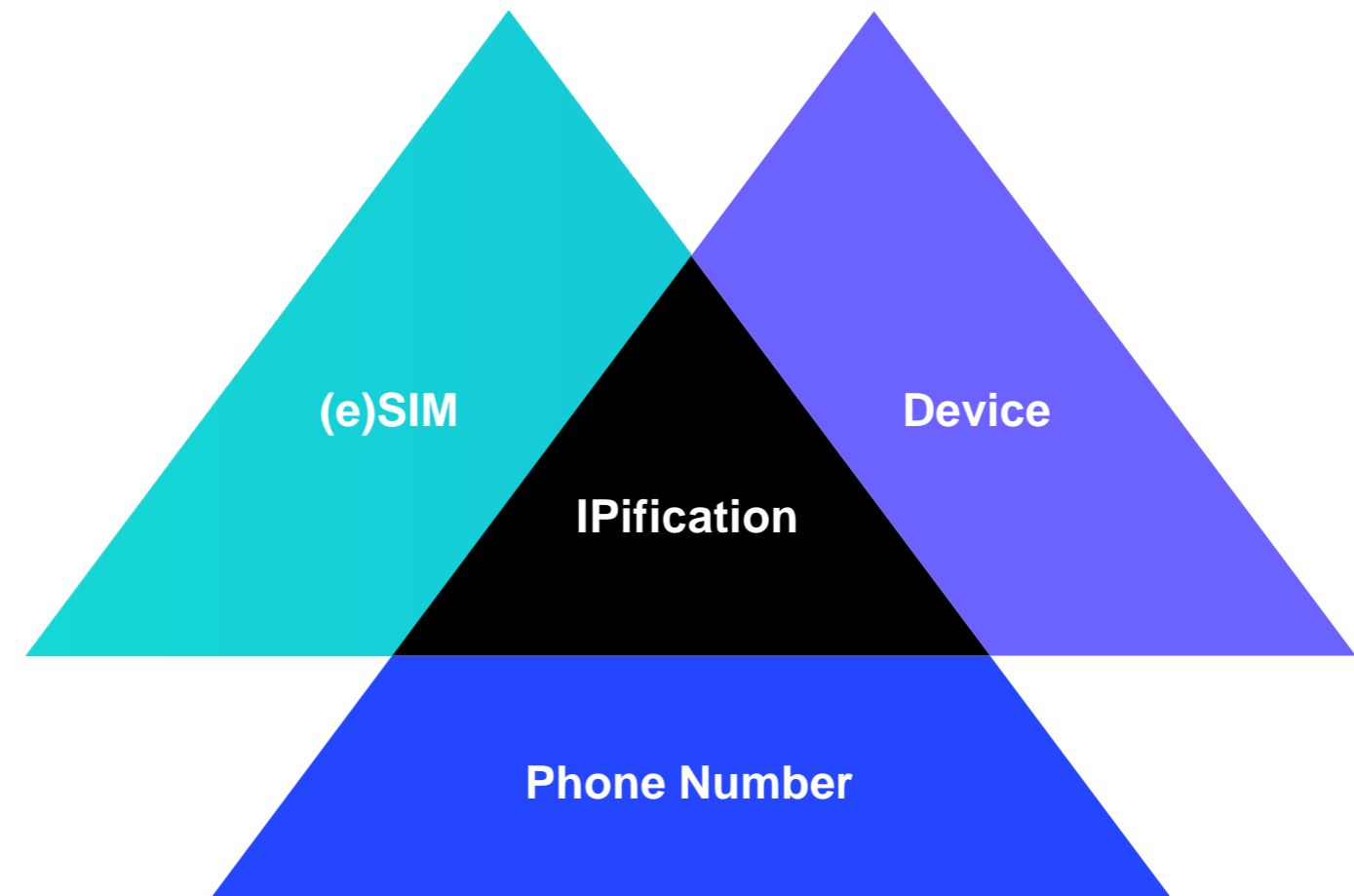
- ✗ Already deprecated in many countries
- ✗ SS7 insecure protocol
- ✗ Bad User Experience = bad conversion rates



Solution:

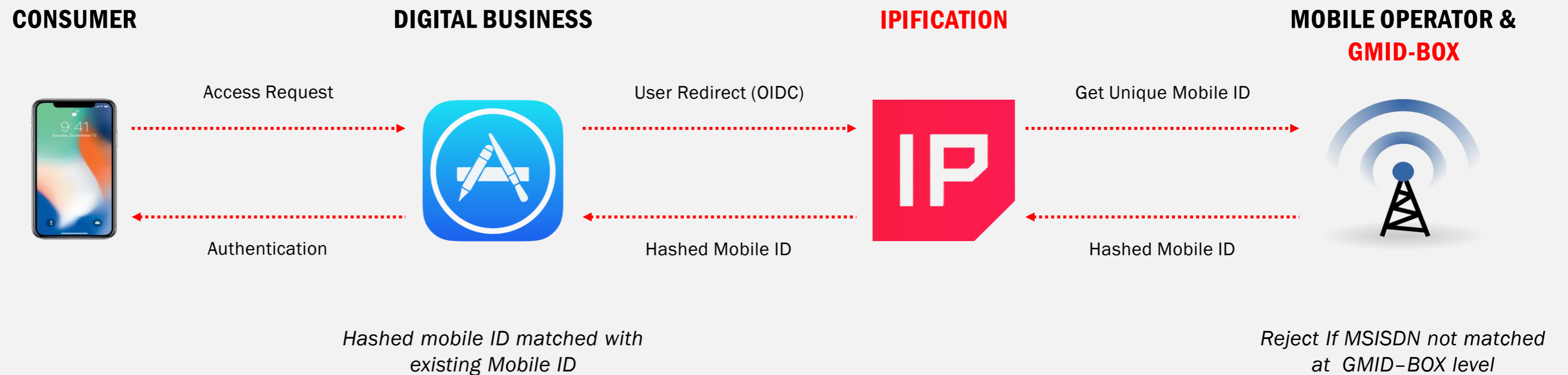
IP IPification

Verifying Phone Number, SIM and Device via IP address



Authentication is completed instantly, in the background, and based on user data that only the mobile operator knows.

We authenticate users without picking up any sensitive user information. Our patented GMID™-BOX technology, embedded in mobile operator networks, creates a hashed unique mobile ID for each user comprised of their MSISDN, IMEI, and IMSI. On every authentication request, our GMID™-BOX generates a mobile ID to be matched with the existing mobile ID digital business already stored for that user. If a match is not made, digital business is flagging a potential fraud risk for further fallback actions.



The Competitive Advantage:

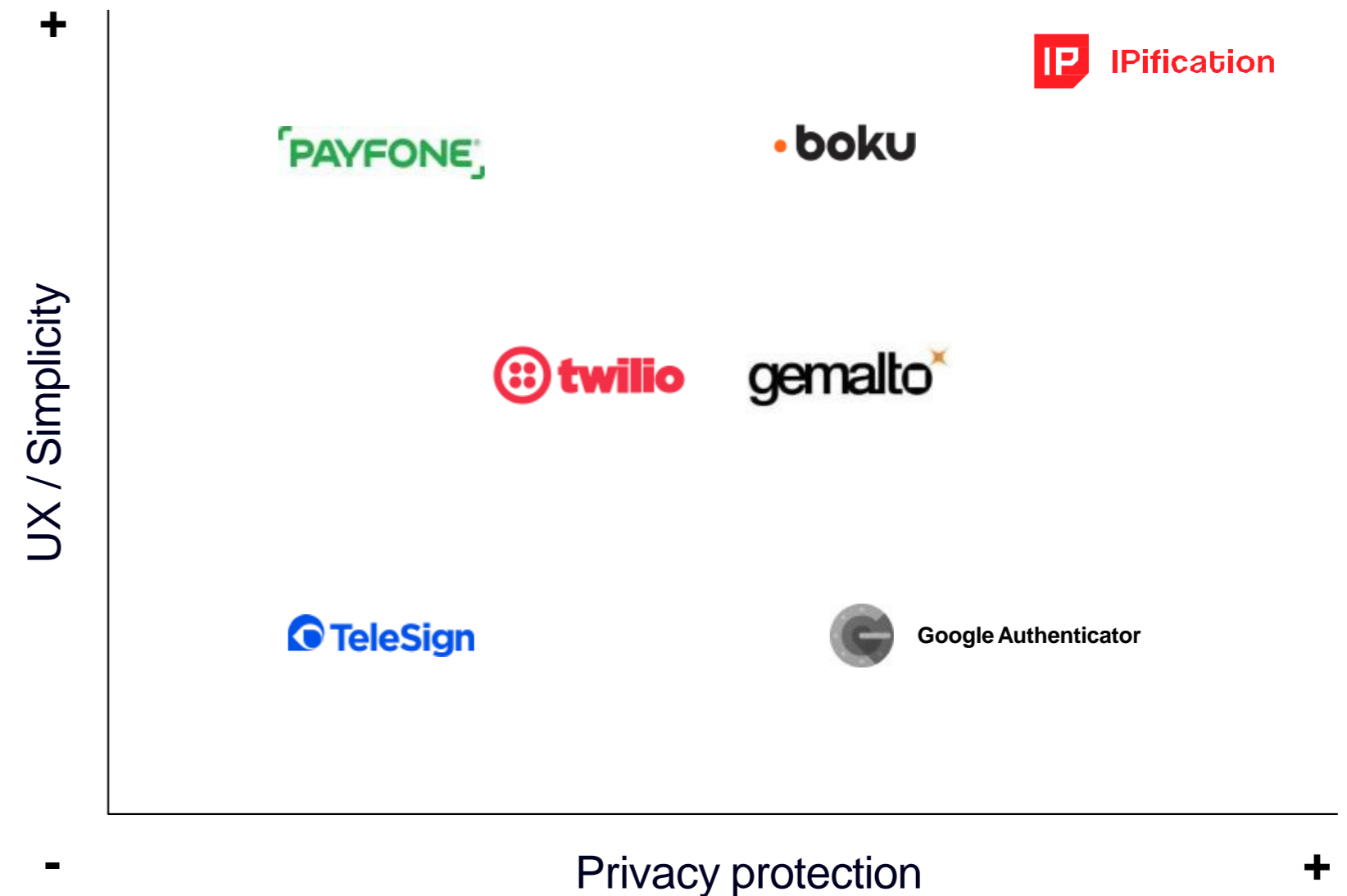
Advantages over other 2FA / MFA providers and “Possession Factor” authenticators

Better security / usage of private data

- There is no private data exposed (like in Header Enrichment or SMS OTP technology)
- There is NO NEED for personal data to be used (like phone number or biometrics)

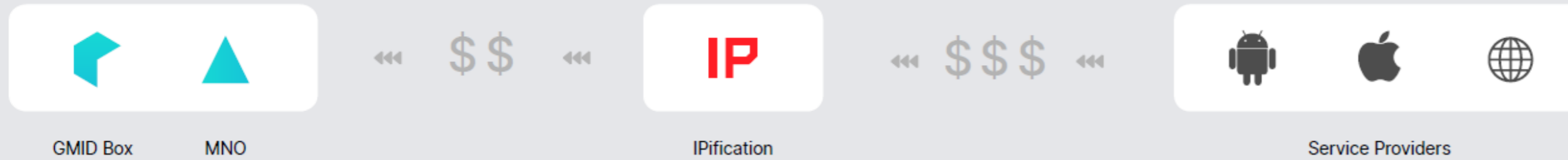
Better UX / Simplicity

- Does not require any user action
- Not exiting the app at all

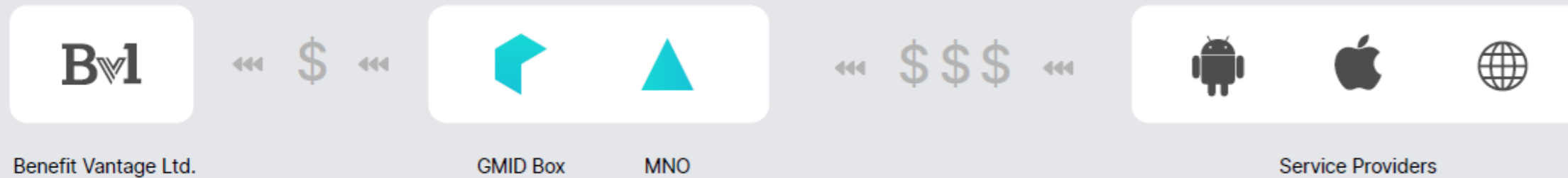


We have a simple business model that makes working with us easy and transparent

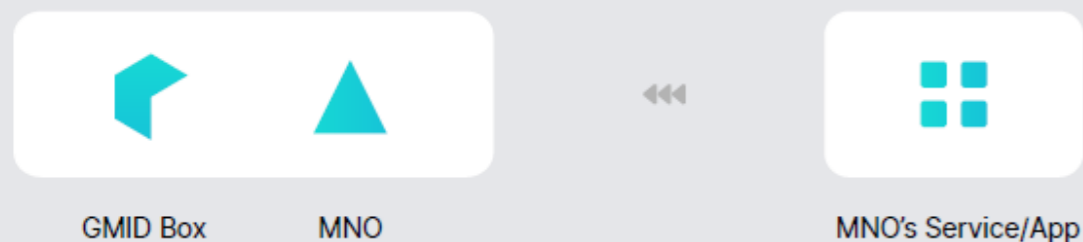
1. IPification brings authentication traffic (and substantial revenue for MNO) coming from international merchants already on-boarded (OTTs, eCommerce, FinTech, Gaming etc.)



2. MNO can offer this service directly to local players through enterprise/marketing/sales teams



3. MNO uses this authentication technology free of charge for internal apps and services (self-care app, seamless user on-boarding etc.)



Growth

IPification, patented solution, already started commercialization in 2020

2020
Rev: \$2.3M



FY2023
Rev: \$100+M

IPification's mobile network operator coverage is growing at a substantial pace



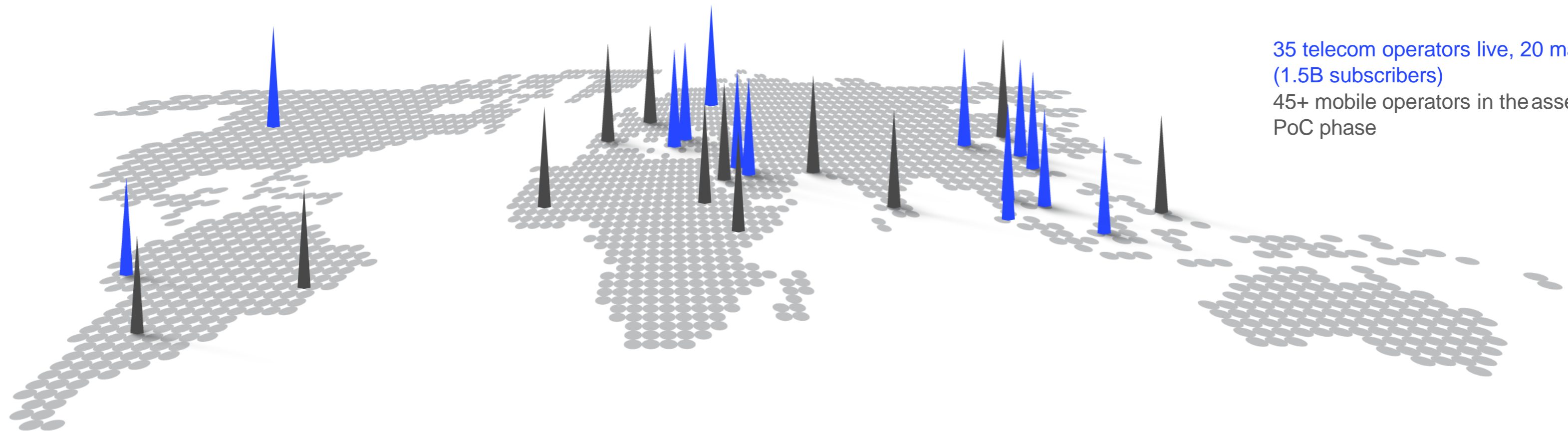
Live services

United Kingdom, Hong Kong, Cambodia, Macau, Peru, Montenegro, Serbia, Switzerland, Iraq, Kuwait, Vietnam, Mongolia, Indonesia, Canada, Germany, India, Russia, United States, Spain, Ukraine



Coming soon

Mexico, Pakistan, Cyprus, Philippines, Argentina, Saudi Arabia, Nigeria, France, Kenya, Ethiopia, Bosnia & Herzegovina, Uzbekistan, Thailand, Malaysia, Brazil, Greece, Netherlands

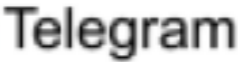


35 telecom operators live, 20 markets (1.5B subscribers)

45+ mobile operators in the assessment / PoC phase



Collaboration established with already entrenched market players



Market Potential



Source: "Multi-factor Authentication Market - Growth, Trends, Forecasts (2020 - 2025)"
(Mordor Intelligence, 2020)

Our KPIs by 2025

- Enable secure authentication capability for



3B smartphone
users



1B IoT devices

- Become a partner of choice for



top **100** telecom
network
providers

- Serve



10,000 enterprises and
developers in **10** different
segments

Core team & 2020/21 awards



Harry Cheung
Founder & President



Stefan Kostic
Chief Executive Officer



Aleksandar Brankovic
Chief Technology Officer



Peter Luk
Chief Information Officer



Paul Tse
Chief Strategy Officer



Alexandra Kalinina
Acting Chief Marketing Officer

JUMPSTARTER 2021

Best JUMPSTARTER Award (FinTech)

World Summit Awards 2020

The best and most innovative digital solution in Business & Commerce

2021 Asia-Pacific Stevie Awards

Most Innovative Tech Startup of the Year

2021 IT World Awards

Startup of the Year (Security Services)

FinTech Awards 2020

Outstanding Mobile Authentication Solution

Elevator Lab Challenge 2020

Best FinTech Solution