



IPIFICATION, ZERO-TAP MOBILE AUTHENTICATION SOLUTION NOW AVAILABLE TO 3MACAU SUBSCRIBERS

(3rd September 2020 – Hong Kong) Benefit Vantage Limited, proprietor and developer of IPification, the seamless mobile authentication solutions; and 3Macau, a leading mobile operator in Macau, are deploying IPification, the next generation mobile authentication solution. 3Macau customers can enjoy a quick and easy mobile authentication experience as soon as service providers have adopted the IPification solution.

IPification is enabling service providers and corporations to use zero-tap, passwordless mobile authentication for smooth user registration and login process, and varieties of fraud prevention products, including SIM swap protection.

IPification is leveraging unique set of MNO capabilities like mobile device's IP address, to verify mobile device, SIM, and phone number so to perform the authentication, without the need of the user to carry out any action or even exit the mobile application. This way, IPification dramatically improves mobile user security and elevates the user experience – positively affecting growth and revenue of both, mobile network operators and service providers.

IPification can be used as a single authentication option or as a part of 2FA (two factor authentication) or MFA (multi factor authentication) flows and is a vital enabler of continuous authentication.

Stefan Kostic, IPification Chief Executive Officer, said, “I am very proud and thrilled to have 3Macau, in addition to 3 Hong Kong, partnering with IPification. In the fast paced digital economy where mobile content consumption is growing exponentially, IPification was created to bring a dramatic change in how the mobile user identity is defined and protected as well as with user experience during app registration and login.”

Wai Ming Ho, Chief Executive Officer of 3Macau added, “This is the perfect moment for bringing GSMA’s Mobile Connect compliant IPification solutions to 3Macau users, as we see the tremendous development of electronic payment and web services in Macau. This solution enables users to enjoy highly secured authentication, identity and payment validation, anonymous login and seamless access to services from all connected devices.”

IPification is moving fast in deploying its proprietary mobile user authentication and fraud prevention technology in more than 10 different markets during 2020 alone.

About IPification

IPification is building the backbone for mobile authentication of today and tomorrow.

By verifying the device, SIM & phone number via IP address, patented technology developed by IPification is enabling mobile user authentication, phone verification, and fraud prevention solutions. Readily available across numerous countries and regions, IPification is trusted by some of the leading technology, payment, and OTT companies.

As part of Benefit Vantage Limited, the leader in Asia for providing security and data backup solutions headquartered in Hong Kong, IPification has offices and representatives operating in the U.S., U.K., Serbia, Switzerland, Bosnia, Brazil, India, Vietnam and Pakistan.

For more information, please visit www.ipification.com

About Hutchison Telephone (Macau) Company Limited

Hutchison Telephone (Macau) Company Limited (Hutchison Telephone Macau) is a leading mobile service provider, offering superior voice and data services, innovative and diversified mobile content, IDD and roaming services under the “3” brand through its far-reaching 4G LTE, 3G networks. With continued network expansion, its extensive international roaming service covers more than 280 countries and regions. Hutchison Telephone Macau is a subsidiary of Hutchison Telecommunications Hong Kong Holdings Limited (SEHK stock code: 215), a group member of CK Hutchison Holdings (SEHK stock code: 1).

For more information on Hutchison Telephone Macau, please visit www.three.com.mo.
For more information on HTHKH, please visit www.hthkh.com.

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3 澳門客戶現可使用免點擊的 IPification 流動認證方案

澳門，2020年9月3日 - IPification 無縫認證方案的開發商 Benefit Vantage Limited，與澳門領先的流動通訊服務營辦商3澳門攜手宣佈，推出先進的 IPification 流動認證方案。只要服務供應商採用 IPification 方案，3 澳門用戶即可享快捷和簡易的流動認證體驗。

服務供應商及企業使用 IPification 方案，3 澳門客戶便可以毋須點擊進行免密碼流動認證，盡享簡易的註冊和登入體驗，並可預防 SIM 卡交換（SIM Swap）等方面的詐騙。

IPification 充份利用流動通訊服務營辦商獨有的資料，例如流動裝置的 IP 地址，通過核實流動裝置、SIM 卡及電話號碼進行認證，過程中用戶毋須進行任何操作或離開流動應用程式。因此，IPification 能大大提升流動通訊用戶的安全及使用體驗，從而為流動通訊營辦商及服務供應商的發展和收入帶來正面效益。

IPification 可獨立用作單一認證選項、雙重認證（Two-factor authentication “2FA”）及多重認證（Multi-factor authentication “MFA”）的核心部份之一，提供長遠可靠的認證方案。

IPification 行政總裁 Stefan Kostic 表示：「繼早前與 3 香港合作，是次與 3 澳門的合作讓我們感到無比雀躍和榮幸。電子商貿及流動數碼內容消費正不斷膨脹，所以我們開發了 IPification，重新定義和保障流動身份，以及改善註冊及登入過程的用戶體驗。」

3 澳門行政總裁何偉明表示：「澳門的電子支付發展迅速，線上服務亦已成大勢所趨，正是 3 澳門為客戶引入符合 GSMA Mobile Connect 標準的 IPification 方案的好時機。該方案讓客戶盡享高度安全的認證、身份及支付驗證和匿名登入體驗，同時無縫使用各連接裝置的服務。」

單在 2020 年，IPification 已全力於超過十個環球市場整合專利的流動身份認證及詐騙防預科技。

有關 IPification

IPification 正全力構建流動認證服務的骨幹。憑藉透過以 IP 地址驗證流動裝置、SIM 卡及電話號碼的自主研發專利技術，IPification 成就手機用戶和電話驗證，以及詐騙防預等多種服務。IPification 已覆蓋多個國家及地區，並受全球多家頂尖科技、電子支付及 OTT 服務公司青睞。作為總部位於香港的 Benefit Vantage Limited 之重要一員，以及亞洲領先的網絡保安及數據備份服務供應商，IPification 於美國、英國、塞爾維亞、瑞士、波斯尼亞、巴西、印度、越南及巴基斯坦均設有辦事處。

有關 IPification 及 Benefit Vantage Limited 的詳情，請瀏覽 www.ipification.com。

有關和記電話（澳門）有限公司

和記電話（澳門）有限公司（澳門和記電話）是一家領先的流動電訊服務營辦商，透過覆蓋廣泛的4G LTE 和 3G 網絡，以「3」品牌為客戶提供高質素的話音及數據服務、具創意及多元化的流動通訊內容、國際長途電話及漫遊服務。澳門和記電話持續擴展網絡，其國際漫遊服務，遍及逾280個國家及地區，覆蓋範圍廣泛。澳門和記電話是和記電訊香港控股有限公司（香港聯合交易所股份代號：215）的附屬公司，和記電訊香港控股為長江和記實業（香港聯合交易所股份代號：1）集團成員。

有關澳門和記電話的詳情，請瀏覽 www.three.com.mo。

有關和記電訊香港控股的詳情，請瀏覽 www.hthkh.com。

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