

# ENGLISH

## IPification Wins the Regional Award for Best FinTech Solution

IPification wins the Elevator Lab challenge

**(December 8, 2020 - BELGRADE)** After winning the local competition in Serbia at the Elevator Lab challenge, IPification won the award for the best, most innovative FinTech solution at the regional level.

At the regional contest, IPification was in the company of startups from Bosnia and Herzegovina, and Croatia, while the competition was open to startups from Montenegro and Slovenia, too.

As the best startup, IPification won the opportunity to integrate its solution within the Raiffeisen Bank system in the region, as well as to present its innovative solution at the international “Elevator Lab Demo Day” in March/April 2021.

IPification CEO Stefan Kostić said he was very honored that IPification was recognized for hard work and dedication to the solution that will improve the mBanking user experience while ensuring the security of the user data.

“IPification is innovative, and the safest solution for one-click registrations, passwordless logins, and transaction verifications. Phone number verification is done with one click, without having to wait for the password or SMS. The top-notch technology enables mobile user data privacy and it is compliant with all EU and global directives and regulations,” said Kostić.

He added that this award will serve as an incentive for the young team to keep up the innovations and aid the development of the market in Serbia, throughout Europe, and the world.

The winner of the best FinTech startup award is decided by an expert jury composed of Raiffeisen Bank managers and successful regional entrepreneurs and investors.

The regional “Elevator Lab challenge 2020” is organized by Raiffeisen Bank with the support of the Startit organization.

### About IPification

IPification is building the backbone for mobile authentication of today and tomorrow. By verifying the device, SIM & phone number via IP address, IPification patented technology is

enabling secure, passwordless, zero-tap compatible mobile user authentication, registration, transaction approval and fraud prevention solutions for any mobile application. Readily available across numerous countries and regions, IPification is trusted by some of the leading telco, technology, payment, and OTT companies including Microsoft, GBG, DataZoo, 3HongKong, Axiata Digital.

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](http://www.ipification.com)  
Media Contact: Maja Perovic Baines [maja@ipification.com](mailto:maja@ipification.com)

# SERBIAN

## Srpski tim programera osvojio regionalnu nagradu kao najbolje rešenje iz oblasti finansijskih tehnologija

Ipification pobednik Elevator Lab takmičenja

**(8. decembar, 2020 - BEOGRAD)** Nakon osvajanja prvog mesta na Elevator Lab takmičenju za Srbiju i osvajanjem nagrade od 5000 evra, srpski tim programera iz kompanije Ipification osvojio je prvo mesto i na istoimenom regionalnom takmičenju kao startup sa najinovativnijim rešenjem iz oblasti finansijskih tehnologija.

Na regionalnom takmičenju pored srpskog predstavnika, učestvovali su i startapi iz Bosne i Hercegovine i Hrvatske, a takmičenje je bilo otvoreno i za startape iz Crne Gore i Slovenije.

Kao najbolji startup Ipification je osvojio nagradu od 10.000 evra uz mogućnost da integriše svoje rešenje unutar Raiffeisen bank Sistema u regionu i da predstavi svoje inovativno rešenje na međunarodnom "Elevator Lab Demo Day" u martu/aprilu 2021. godine.

Izvršni direktor Ipification Stefan Kostić je istakao da je veoma počastvovan što je prepoznat veliki trud i rad na razvoju rešenja koji će u mnogome olakšati i dodatno unaprediti mobilno bankarstvo banaka uz potpunu bezbednost podataka klijenata.

"IPification je napredno i najbezbednije rešenje prilikom registrovanja, prijavljivanja i verifikacije transakcija. Proces verifikacije broja telefona se vrši jednim klikom, bez čekanja na lozinku ili SMS. Najsavremenija tehnologija omogućava očuvanje privatnosti mobilnog korisnika i u skladu je sa svim regulativama Evropske unije i šire", rekao je Kostić.

On je dodao da je ova nagrada podsticaj za mladi srpski tim da nastavi da inovira i doprinese razvoju tržišta u Srbiji i širom Evrope.

Nagradu za najbolji startup sa inovativnom idejom i rešenjem u oblasti finansijskih tehnologija dodeljuje stručni žiri koji čine menadžeri Raiffeisen banke i uspešni regionalni preduzetnici i investitori.

Regionalno takmičenje "Elevator Lab challenge 2020" sprovodi Raiffeisen banka uz podršku organizacije Startit.

## O IPificationu

IPification je rešenje koje omogućava implementaciju najmodernijih opcija autentikacije i bezbednosti korisnika mobilnih aplikacija bez korišćenja lozinke ili jednokratnih PIN brojeva pri logovanju. IPification patentirana tehnologiju istovremeno verifikuje uređaj koji korisnik poseduje, njegov SIM broj i broj telefona preko IP adrese i na takav način omogućava bezbedno logovanje i autorizaciju transakcija uz jedan klik. IPification rešenja su već dostupna širom sveta i koriste ih neke od najvećih tehnoloških kompanija poput Microsofta dok su u regionu to CarGo, Würth, NIS....

Kao deo kompanije Benefit Vantage Limited iz Hong Konga, koji je lider u Aziji što se tiče rešenja za bezbednost na Internetu, IPification poseduje i predstavnike u SAD, Velikoj Britaniji, Srbiji, Švajcarskoj, Republici Srpskoj, Brazilu, Vijetnamu i Pakistanu.

Za više informacija, posetite [www.ipification.com](http://www.ipification.com)

Kontakt za medije: Maja Perović Baines [maja@ipification.com](mailto:maja@ipification.com)