

IPification Becomes An Associate Member of the Mobile Ecosystem Forum (MEF)

HONG KONG - May 13, 2021

The zero-tap compatible, passwordless mobile authentication, user verification and fraud prevention solution provider, IPification, joined the Mobile Ecosystem Forum (MEF) as an associate member. This membership will help solidify IPification's leading position in solving the mobile security challenges in the mobile ecosystem.

The Mobile Ecosystem Forum is a global trade body that works on addressing the issues that affect the ever-growing mobile ecosystem. Aiming to accelerate the growth of the sustainability of the mobile ecosystem, MEF represents a cross-sector platform for networking, collaboration and advancing industry solutions.

IPification is a provider of passwordless, zero-tap compatible mobile identity solutions developed to uphold the principles of user security, data privacy and user experience. It enables mobile app developers to streamline their onboarding, login and verification processes to increase user adoption, retention and engagement.

“The world is going through massive changes and the mobile experience is at the centre of it. However, cyber-security threats are also exploding. We should be careful and build the right backbone for securing and verifying devices, phone numbers while still allowing a simple user experience,” said Dario Betti, CEO of MEF. “It is with great pleasure that the Mobile Ecosystem Forum welcomes to its community IPification, one of the leading companies in the field of mobile authentication. The mobile ecosystem is ready to fight back, but we need all parts to be active and collaborating.”

“It is a great pleasure to join MEF on their mission to further the growth of the mobile ecosystem globally,” said Stefan Kostic, IPification CEO. “As the leaders in the mobile IP-based identity solutions, we feel we have a lot to contribute and we're looking forward to networking with other actors in the industry and solidifying our position in the market.”

IPification has been growing rapidly since 2020, currently reaching more than 550 million users in 18 markets globally.

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, Russia, Switzerland, Bosnia, Brazil, India, Vietnam and Pakistan.

For more information, please visit www.ipification.com

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