

Edward Sit Joins IPification as Chief Financial Officer

Nov 1, 2021 - HONG KONG - Edward Sit, an economist with over 17 years of experience in leading global institutions, is joining IPification as the Chief Financial Officer. At IPification, Edward will manage the financial goals, objectives, and budgets to drive the best strategic direction of the company.

After getting his master's degree in Economy, Edward has spent over a decade in management roles in structured commodity finance with renowned institutions such as BNP Paribas and ABN AMRO Bank NV, among others. He then joined the HKEX to lead the launch of the commodity futures suite for the local bourse and subsequently took important roles in various initiatives such as the listing regime reform consultation and H-shares full circulation.

Having helped found the Family Office Association Hong Kong, Edward has championed the organization to participate and support startups and fintech companies in Hong Kong in collaboration with InvestHK for the Startmeup Festival in 2021. With immense experience in finance, as well as with startups and fintech companies, Edward is a perfect match for IPification.

IPification is the fastest-growing provider of passwordless, mobile IP address-based one-click mobile identity solutions that secure and streamline the user experience of authentication and transaction verification processes. IPification solutions currently reach more than 1.5 billion devices in over 20 markets globally.

"IPification is growing exponentially so it's the right time to onboard a Chief Financial Officer, and I am very happy that we have the opportunity to work with Edward Sit in this role," said Harry Cheung, IPification Founder and President. "I am sure his extensive experience in the financial sector, and specifically with fintech startups, will prove invaluable for us."

"Having worked in finances over the last decade, I've seen first-hand how necessary a solution like IPification was, and I didn't think twice about joining," said Edward Sit. "I am excited to be a part of the mobile authentication revolution, and I'm looking forward to helping steer the course."

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.

Benefit Vantage Limited is a provider of security and data backup solutions in Asia, headquartered in Hong Kong, it has a subsidiary in Switzerland, IPIFICATION INTERNATIONAL AG, and representatives operating in the U.S., U.K., Serbia, Russia, Bosnia, Brazil, India, Vietnam and Pakistan.

For more information, please visit www.ipification.com

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