

(ENG)

IPification Partners with Crnogorski Telekom (DT Group) for mKYC, Meridianbet the First App to Implement It

16 March 2022 - HONG KONG - Having already partnered for seamless mobile authentication in 2019, Crnogorski Telekom and IPification are now introducing seamless mKYC in Montenegro. MERIDIANBET, one of the leading betting brands in the region, is the first service provider in the country to implement it.

Crnogorski Telekom is a member of the Deutsche Telekom Group, and the leading mobile operator in Montenegro. Known as one of the most innovative companies in the region, Crnogorski Telekom keeps improving their product offering with the latest, top-notch mobile security solutions to meet the expectations of their clients and business partners.

In addition to being the first to implement IPification mKYC, MERIDIANBET was the first betting shop in the region to offer online services and a mobile app for sports betting, live betting, as well as an online casino. Leading the global gaming entertainment industry by focusing their innovations in sports betting and online casino technology on delivering an outstanding player experience, MERIDIANBET wants to adhere to the world's safest and most innovating gaming standards for adults, and to make sure that every user can play within their financial means and experience the best possible service.

IPification is the leading provider of mobile IP address-based authentication, phone verification, and fraud prevention solutions. Its mKYC enables service providers like MERIDIANBET to leverage direct connection with telecom operators and their CRM systems to verify the users' identities upon explicit user consent via IPification APIs through form pre-fill or data match.

"On this way, we want to make registration safe and easier for all our users who will use our services. It is important to follow innovations and trends, for which we are well known in the region and beyond. We believe that this cooperation will bring mutual benefits and improve business in our country, as well as to encourage other companies to operate in a simpler, and above all safer way when it comes to user data. I will also use this chance to thank our partners Crnogorski Telekom as well as Benefit Vantage Limited who improved and established the IPification process. We are proud to be a part of this amazing project" - said Biljana Ilić, PR and Marketing Manager.

"Since the beginning of our partnership with IPification, the common goal is to make the customer experience simpler, better and more secure. Two years ago, we were the first in Montenegro to present state-of-the-art method – passwordless and the fastest way of user authentication; mKYC service is a step forward in that regard, when it comes to security of user data and improving their user experience", said Dušan Banović, Digital Transformation Chief Officer in Crnogorski

Telekom. “The IPification’s mKYC service relies on telecoms’ information in a form which is not available to third parties, to guarantee the user’s identity and the accuracy of the data entered by the user when registering for different services. The fact that MERIDIANBET has recognized the potential of this solution speaks volumes about how much our companies rely on data security, and highlights the potential of integrating this solution into large and demanding systems, where security is an imperative in business operations.”

“Having worked with Crnogorski Telekom for over two years now, I have seen first-hand the value they place into providing great security coupled with a great user experience for their subscribers which makes them the perfect partner for IPification,” said Stefan Kostic, IPification CEO. “I am also very happy to onboard a big player like MERIDIANBET right away. It’s been a pleasure working with them, and we have no doubt that this move from them will motivate other service providers in Montenegro to follow in their footsteps.”

Any service provider who has a need for one-click mobile authentication or mKYC can now provide the frictionless IPification solutions to its users who subscribe to Crnogorski Telekom.

About MERIDIANBET

MERIDIANBET is a global leader in sports betting and online casino gaming that delivers entertaining and responsible gaming experiences for players across all channels and regulated segments. The Company attracts the industry’s top talent, with more than 1100 employees across the globe, delivering entertaining and responsible gaming experiences for players everywhere. Leading the global gaming entertainment industry by focusing our innovations in sports betting and online casino technology delivering an outstanding player experience.

MERIDIANBET wants to adhere to the world’s safest and most innovating gaming standards for adults, by making sure that every user can both play within their financial means and experience the best possible service.

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About IPification

IPification is building the backbone of 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 ABA Bank, GBG, T-Mobile Montenegro, 3HongKong, Axiata Digital, Swisscom, Indosat Ooredoo.

IPification Powered by GMID (trading as IPification) is a trademark of Benefit Vantage Limited. 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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About Crnogorski Telekom

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Crnogorski Telekom is the largest telecom company in Montenegro. It provides a wide range of fixed and mobile telecommunications services (voice, internet, TV, FMC services, leased-line circuits, data networks, ICT, Cloud and Smart solutions). In 2005, Crnogorski Telekom became part of Deutsche Telekom Group. Deutsche Telekom is one of the leading telecommunication companies in the world, present in over 50 countries worldwide.

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(MNE)

Kompanije IPification i Crnogorski Telekom nude napredno mKYC rješenje, Meridianbet prvi korisnik u Crnoj Gori

16. mart 2022 – HONG KONG – Nakon uspješnog partnerstva iz 2019. godine, kada su u Crnoj Gori predstavili najsavremenije rješenje za registrovanje i prijavljivanje korisnika, Crnogorski Telekom i IPification na naše tržište donose novu digitalnu uslugu – savremeno mKYC rješenje za verifikaciju identiteta korisnika online usluga. **MERIDIANBET**, jedan od vodećih brendova za klađenje u regionu, prva je kompanija u Crnoj Gori koja je implementirala ovo rješenje.

Crnogorski Telekom, član međunarodne Deutsche Telekom Grupe i jedna od najinovativnijih kompanija u Crnoj Gori, kontinuirano unapređuje svoju ponudu servisa i usluga najsavremenijim, vrhunskim sigurnosnim rješenjima za mobilne uređaje, kako bi ispunio očekivanja svojih korisnika i poslovnih partnera.

Osim što je prvi implementirao IPification mKYC rješenje, **MERIDIANBET** je bio prva kladionica u regionu koja je ponudila online i mobilnu aplikaciju za sportsko klađenje, klađenje uživo, kao i online kazino. Kao lider u globalnoj industriji igara, fokusiran na inovacije u sportskom klađenju i tehnologijama online kazina sa ciljem pružanja izvanrednog iskustva svojim korisnicima, **MERIDIANBET** se pridržava najsigurnijih i najinovativnijih standarda u igrama za odrasle, i želi da svakom korisniku omogući igru u okvirima njegovih finansijskih mogućnosti, kao i najbolje moguće igračko iskustvo i uslugu.

IPification je vodeća kompanija u oblasti autentifikacije korisnika jednim klikom, i to prilikom prijave i registracije u okviru mobilnih aplikacija i na web-u, kao i za razvoj rješenja za sprečavanje prevara na internetu. Novi mKYC servis omogućava pružaocima usluga poput **MERIDIANBET**-a da iskoriste direktnu vezu IPification-a sa telekomunikacionim operatorom kako bi uz korisnikov eksplicitni pristanak, izvršili provjeru identiteta i automatski popunili online obrazac za registraciju.

“Na ovaj način želimo da registraciju učinimo još sigurnijom i jednostavnijom za sve one koji će koristiti naše usluge. Važno nam je da pratimo inovacije i trendove po kojima smo poznati u regionu i šire. Vjerujemo da će ova saradnja donijeti obostranu korist i unaprijediti poslovanje u našoj zemlji, ali i podstaći druge kompanije da posluju na jednostavniji i prije svega sigurniji način kada su u pitanju podaci korisnika. Takođe ću iskoristiti ovu priliku da zahvalim našim partnerima Crnogorskom Telekomu, kao i Benefit Vantage Limited, koji su uspostavili i unaprijedili IPification rješenja. Ponosni smo što smo dio ovog izuzetnog projekta”, kazala je Biljana Ilić, PR i marketing menadžerka u **MERIDIANBET**-u.

“Od početka partnerstva sa kompanijom IPification, zajednički cilj je da korisničko iskustvo učinimo jednostavnijim, boljim i sigurnijim. Nakon što smo prije dvije godine zajedno, prvi u Crnoj Gori, predstavili najsavremeniji i najbrži način sigurne registracije I prijavljivanja korisnika – bez korišćenja šifri – mKYC servis predstavlja korak dalje kada je riječ o sigurnosti korisničkih podataka i unapređenju njihovog iskustva”, kazao je Dušan Banović, direktor Sektora za digitalnu transformaciju u Crnogorskom Telekomu. “mKYC servis IPification-a oslanja se na informacije operatora u obliku koji nije dostupan trećim stranama, kako bi garantovao identitet korisnika i tačnost podaka koje korisnik unosi prilikom registracije za određene usluge. Činjenica da je MERIDIANBET prepoznao potencijal ovog rješenja, dovoljno govori o tome koliko naše kompanije polažu na sigurnost podataka, ali i ističe potencijal integracije ovog rješenja u velike i zahtjevne sisteme, u kojima je sigurnost imperativ poslovanja.”

“Nakon dvogodišnje saradnje sa Crnogorskim Telekomom, iz prve ruke sam se uvjerio u pažnju koju pridaju sigurnosti podataka u kombinaciji s odličnim korisničkim iskustvom za svoje korisnike, što ih čini savršenim partnerom za IPification”, rekao je Stefan Kostić, direktor kompanije IPification. “Takođe sam veoma srećan što smo u ovaj novi projekat odmah uključili veliku kompaniju kao što je MERIDIANBET. Bilo je zadovoljstvo raditi s njima, i ne sumnjamo da će ovaj njihov potez motivisati i druge pružaoce usluga u Crnoj Gori da krenu njihovim stopama.”

Svaka kompanija koja želi da unapredi proces registrovanja I prijavljivanja na svoju mobilnu aplikaciju, ili je potrebno da verifikuje identitet svakog novog korisnika kao validnog, sada može svojim korisnicima koji su pretplaćeni na usluge Crnogorskog Telekoma omogućiti lako i sigurno IPification rješenje i samim tim i bolje korisničko iskustvo.