

Balkan Bet, The Leading Betting Company in Serbia Implements IPification 1-Click Phone Verification and IM Auth

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The provider of one-click mobile authentication, user verification, and fraud prevention solutions, IPification is partnering with Balkan Bet, one of the leading betting companies in Serbia. Balkan Bet customers will now be able to verify their phone number through the top-notch one-click user verification via their mobile operator, or IM authentication via WhatsApp, Viber, or Telegram, after scanning the QR code available at the front desk.

Founded in 2000, Balkan Bet is one of the leading betting brands in Serbia today with 82 betting shops across the country. A smooth user experience being one of their main goals, they have sought after streamlining the betting process for their customers including the user verification necessary to place a bet.

“We are always excited to work with companies who are forward thinking. With seamless mobile verification we provide an entirely new experience to our customers. This

is just the start as we perspectively plan to extend our partnership with IPification.”

— Dragan Todorović, Head of IT at Balkan Bet

With IPification, Balkan Bet will significantly cut down on the time between a user entering one of their shops and actually placing their bet. This process will now be completed in a matter of seconds – the user scans the QR code at the front desk, a verification request is sent to IPification, and the user is verified within milliseconds.

In case the user isn't using a SIM card from one of many IPification telco partners, which is a requirement for the IPification flagship solution, they will be verified through an instant messaging application of their choice – WhatsApp, Viber or Telegram.

“It's a great pleasure to onboard Balkan Bet as a partner, the first of its kind in Serbia where we'll help streamline the user experience not only digitally, but also at their physical locations. I'm super excited to hear about the results of this partnership, and I'm looking forward to further expanding on our partnership as well as seeing other betting brands in the region follow in their footsteps.”

— Stefan Kostic, IPification CEO

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 Balkan Bet

Balkan Bet has been operating on the Serbian market for 22 years and today it is positioned among the leaders in games of chance and sports betting. With a business network of 82 locations throughout Serbia, it is focused on providing premium services, but also online. Renowned slot machine game providers and state-of-the-art gaming machines are what make the brand stand out for its players. More information about Balkan Bet can be found at www.balkanbet.rs.

For more information, please visit [Balkan Bet](http://www.balkanbet.rs)

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