

Cambodia's Wing Bank Integrates IPification One-Click Phone Verification

July 28, 2023 – Hong Kong

Wing Bank (Cambodia) Plc. has just integrated IPification one-click phone verification for their users in the country. Wing Bank, one of the major digital banking players in Cambodia, is using the solution to streamline new user registration. IPification is the leading global provider of mobile IP address-based identity solutions.

“With its full coverage in Cambodia, we’re very proud to have seen great results in our partnership with one of the fast-growing financial institutions such as Wing Bank. We’d love to thank Wing Bank for their trust and joining our mobile authentication revolution, it’s amazing to have someone of their stature as a partner.”

— Stefan Kostic, IPification CEO.

Having been founded in 2008, Wing Bank is driven by the vision to provide every Cambodian with convenient and secure access to relevant digital solutions for the improvement of their daily lives. With IPification in their arsenal, they aim to deliver on this promise.

Wing Bank continues to lead Cambodia's digitalization by introducing secure and customer-friendly solutions. With IPification, a one-click authentication and fraud-prevention system, the bank is improving its Customer Experience.

“Our primary priorities in digital banking are convenience and security, and IPification will let us streamline the authentication process for Wing Bank App users while retaining the app's security. We will keep our clients updated on the most recent developments, furthering the kingdom's digital transformation.”

— Han Peng Kwan, CEO of Wing Bank.

Introducing a one-click mobile identity solution that enables users to verify their phone number, register, and log in within milliseconds. The solution was developed with security, data privacy, and user experience in mind. With this solution, Wing Bank can enhance its mobile banking app's overall user experience. It will replace the current SMS-based, one-time-password (OTP) system during app activation.

IPification is the leading global provider of mobile IP address-based identity solutions, including authentication, phone number verification, and fraud prevention. Wing Bank has integrated its phone number verification solution to improve the security and user experience of the new user registration flow.

To successfully verify their phone numbers, users input their numbers and request verification with only one click, after which their phone numbers are verified within milliseconds. Since it significantly shortens the time necessary to register, it is expected that Wing Bank will increase its user acquisition rates.

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.

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, Bosnia, Brazil, India, Vietnam and Pakistan.

For more information, please visit www.ipification.com

Media Inquiry

IPification,

Alexandra Kalinina

alexandra.kalinina@ipification.com

About Wing Bank (Cambodia) Plc.

Wing Bank (Cambodia) Plc aspires to be the Bank for Every Cambodian. The bank has revolutionized the way Cambodians access financial services by introducing instant, secure, and convenient Financial Services since 18 August 2008. Over the years Wing Bank has grown to serve the entire Cambodian population with 100% coverage of the districts in Cambodia.

Wing Bank provides an array of advanced financial products that include loans, deposits, micro-savings, money transfers, utility and insurance payments, supply chain payments, payroll services and even phone top-ups. In addition, Wing offers retail payments via “WingPay”, and has introduced the “WingMall” and “Wingmarket” two e-commerce

platforms for B2C and B2B commerce. Wing Bank also powers transactions inside Wingagri which is a Closed loop ecosystem that supports agricultural communities in Cambodia.

Wing Bank is committed to driving financial, gender and digital inclusion in Cambodia and allowing every Cambodian to enjoy the convenience and security of digital transactions.

For more information, please visit www.wingbank.com.kh

Media Inquiry

Wing Bank (Cambodia) Plc,

Soratha Chan

soratha.chan@wingmoney.com