

Tiger Brokers and IPification Enhance Security to Elevate User Experience

August 20, 2024 – Singapore

In celebration of its 10th anniversary and serving over 10 million account holders globally, leading online trading platform Tiger Brokers has partnered with IPification to integrate its seamless phone verification solution into Tiger Trade. This collaboration highlights the commitment of both companies to prioritising user security and convenience, addressing critical concerns for today's discerning investors.

The integration of IPification's solution allows Tiger Brokers to defend against phishing attacks using Telco connection data, providing an added layer of protection for its customers. This partnership also offers a seamless login experience, enhancing both security and user convenience.

Traditionally, customers log in using a password followed by a second factor, such as Tiger Key or One-Time Password (OTP). With IPification, after the initial identity and password verification, the second factor is provided automatically by Telco and IPification's backend. This approach eliminates the need for manual entry, providing a seamless multi-factor authentication (MFA) process.

Benefits to End Users:

Bank-Grade Security: IPification's solution offers bank-grade security, ensuring that users' personal information and accounts are well-protected.

Frictionless Verification: By entering their phone number, users are verified within milliseconds, streamlining the verification process and enhancing cybersecurity measures without the hassle of traditional methods.

Convenience and Efficiency: The one-click phone verification process enhances user acquisition, retention, and engagement by providing a smooth and secure onboarding experience.

Since integrating IPification, Tiger Brokers has seen a 58% improvement in conversion rates for mobile registrations, with over 17,000 users adopting the one-click login feature. This highlights the positive impact of enhanced security measures on user engagement and satisfaction.

This strategic integration is timely, considering the growing importance of robust security measures in retaining customer trust and loyalty in the competitive financial services market. According to a recent [Appdome survey](#), 83.9% of Singaporeans prioritise security over new app features, and 96% are more likely to choose brands that prioritise their safety. This integration addresses these concerns, increasing user trust and loyalty.

IPification and Singtel launched their service in March 2024, and Tiger Brokers enabled it two months later on the Tiger Trade platform. This swift adoption of innovative technology demonstrates the shared commitment of both companies to user benefit.

Looking ahead, Tiger Brokers and IPification will continue exploring new technologies to further enhance user experience and safety measures, reaffirming their dedication to a secure and user-friendly trading environment.

“At IPification, we believe security shouldn't come at the expense of convenience. Our partnership with Tiger Brokers exemplifies this perfectly, offering Singaporean users a one-click solution that strengthens security without hindering their trading experience. By implementing IPification's phone verification, Tiger Brokers demonstrates its commitment to providing a best-in-class security posture for its Singaporean clientele. We're proud to be a part of this initiative.”

— Stefan Kostic, IPification CEO.

“At Tiger Brokers, our commitment to providing a secure and seamless trading experience for our users is paramount. IPification's state-of-the-art phone verification solution significantly enhances our security measures without compromising on user convenience. This partnership reflects our dedication to leveraging innovative technologies to ensure our clients can trade with confidence. We are proud to offer our Singaporean users an unparalleled trading experience that prioritises both security and ease of use.”

— Ian Leong, CEO of Tiger Brokers Singapore.

About IPification

IPification is building the backbone of mobile authentication of today and tomorrow. By verifying the phone number, SIM card and device via IP address, IPification patented technology enables 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 the leading telecom, technology, payment, and OTT companies including ABA Bank, GBG, A1, America Movil, T-Mobile, 3 HongKong, Alibaba, Axiata Digital, Indosat Ooredoo, Viettel group and many others.

For more information, please visit www.ipification.com

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About Tiger Brokers

Tiger Brokers (Singapore) Pte Ltd (“Tiger Brokers (Singapore)”) is a brokerage firm operating with a Capital Markets Services (CMS) Licence from the Monetary Authority of Singapore (MAS). Its trading platform, Tiger Trade – available on both online and mobile apps (Apple App Store and Google Play Store) – offers complimentary real-time stock quotes, dedicated multilingual customer service during trading hours and 24/7 finance news updates.

Through Tiger Trade, Tiger Brokers (Singapore) offers retail investors in Singapore access to six global exchanges in the US (NYSE, NASDAQ), China (Shanghai/Shenzhen-Hong Kong Stock Connect), Hong Kong (HKEX), Singapore (SGX) and Australia (ASX), with access to investment offerings such as Equities, Exchange-Traded Funds (ETFs), Futures, Stock Options, Warrants, Callable Bull/Bear Contracts (CBBCs), Daily Leveraged Certificates (DLCs), and US-listed over the counter (OTC) equities, and Fund Mall.

Tiger Brokers (Singapore) is the Singapore entity of UP Fintech Holding Limited

(NASDAQ: TIGR), known as “Tiger Brokers” in Asia, a leading online brokerage firm focusing on global investors. The group currently serves over 10 million users and over 2 million account holders worldwide on its flagship platform “Tiger Trade”, owns 78 licences and qualifications in different markets, and has over 1,000 employees on the team in Hong Kong, Singapore, New Zealand, the US, Australia, and Mainland China.

For its advanced digital capabilities and exemplary customer service, Tiger Brokers (Singapore) was conferred the Fintech – Financial Services at the 2023 SBR Technology Excellence Awards, and included for the second time in a row in the Singapore Best Customer Service Survey 2023/24 by The Straits Times and research firm Statista, in the sub-category of trading and brokerage services, under Real Estate and Banking. In recognition of the high quality of service and information provided to help retail investors to invest smartly, Tiger Brokers (Singapore) was selected as the “Winner” of the Best Retail Broker Award category, in the Securities Investors Association Singapore’s Investors’ Choice Awards 2023.

For more information, please visit <https://www.tigerbrokers.com.sg/>

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