

IPification Powers Digital Trust and Online Safety for Major Global Social Media Platforms with CelcomDigi's Network APIs

CelcomDigi becomes the first telco in Malaysia to implement IPification's network-based phone verification, strengthens mobile identity protection and online safety

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IPification, a global provider of mobile network-based identity and authentication solutions, and CelcomDigi Berhad ("CelcomDigi"), Malaysia's largest mobile network operator, are rolling out IPification's mobile network verification capability that helps the world's largest social media network verify users more seamlessly and securely.

As digital platforms face growing challenges from fake accounts, impersonation, account takeovers and online fraud, IPification is partnering with CelcomDigi to enable mobile number verification through trusted network APIs, helping create safer online experiences while strengthening user trust.

The rollout marks IPification's first direct deployment of its verification technology in Malaysia, and a significant step in network API monetization for CelcomDigi, enabling the

operator to package trusted carrier signals as commercial services delivered through its API-as-a-Service, without building proprietary infrastructure.

From Network Asset to Revenue Engine

Mobile operators sit on some of the most trusted identity signals available but rarely monetize them at scale. By deploying its own verification infrastructure within CelcomDigi's network capabilities, the solution is immediately available to IPification's existing client base, which includes leading mobile platforms and social media networks operating across Southeast Asia.

For enterprises and developers, the result is faster, more secure user verification across account signups, logins, and transaction approvals, without SMS OTP delays, delivery failures, or interception risk.

“As our first telco partner in Malaysia, this collaboration marks an important milestone in expanding network-based authentication services in the market, enabling global digital platforms to verify users more securely while improving the customer experience. Together with CelcomDigi, we're raising the security bar for digital services while creating a new, scalable revenue stream for the operator.”

— Stefan Kostic, IPification CEO.

“Trust is becoming one of the most important foundations of the digital economy, especially as AI is transforming how people interact, create and connect online. As we continue to lead the market and expand our API-as-a-Service

capabilities, we are transforming our network into programmable digital infrastructure that powers innovation and creates value beyond connectivity. We are enabling enterprises and digital platforms to access trusted network APIs to build more secure, seamless and intelligent digital services.”

— T. Kugan, CelcomDigi CIO.

IPification and CelcomDigi plan to enable additional IPification solutions in the market, expanding the range of fraud prevention and data intelligence available through operator network APIs. Other Malaysian mobile network operators to follow soon.

About IPification

IPification built the backbone for mobile authentication. By leveraging carrier network signals, we deliver seamless, secure, multi-channel solutions for mobile phone verification, user authentication, fraud prevention, and intelligence.

With reach spanning over 4.9 billion people across 40+ markets, from China to the USA, IPification is trusted by banks, fintechs, top social media platforms, ecommerce, streaming, and mobile apps to onboard and protect users with frictionless authentication in under 2 seconds.

Our award-winning, proprietary technology is deployed across 150+ mobile network operators worldwide.

For more information, please visit www.ipification.com

About CelcomDigi

CelcomDigi is Malaysia's largest mobile network operator with more than 20.4 million users on its network. The company aims to serve the growing digital needs of its customers by leveraging its newly combined widest network footprint, distribution touchpoints, innovative range of digital products and services, and superior customer experience powered by over 3,800 top industry experts. The company has clearly defined ambitions to advance the nation, inspire Malaysian society, and be a leader in inclusion and ESG practices.

For more information on CelcomDigi, visit www.celcomdigi.com.

Media Inquiry

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