IPification

Company Profile

March 2025

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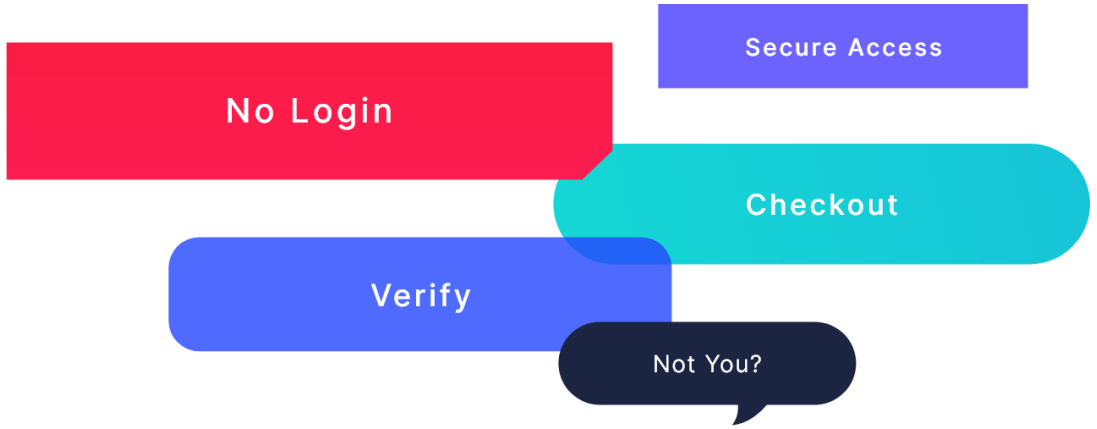


Investment Highlights

IPification

1. **Patented Mobile Authentication solution with frictionless UX**
   IPification offers a patented technology that overcomes security challenges of incumbent authentication methods based on SMSs and passwords, offering the most seamless yet secure solution
2. **Proven Business Model with Global Reach**
   Present in 21 markets, with customer base including blue chip clients such as Meta and Alibaba
3. **Reliable partner of MNOs unlocking significant scalability potential**
   Extensive Mobile Network Operators (MNOs) integrations through establishment of partnerships with over 30 operators worldwide giving IPification a competitive advantage
4. **Expanding its service offering to maximize customer experience**
   The Company has developed a portfolio of add-on services available at request: SIM Swap and Device Change Detection, KYC Data matching, Enhanced Audience Profiling and Mobile Attribution
5. **Fast-growing Company aiming NTM Net Revenues of US$14m (10x FY24)**
   Relying on the agreements that are signed and that are in the advanced stage of discussions, the Company is expecting a strong growth within next twelve months.
6. **Strong Co-founders Management Team**
   IPification is lead by a Management Team of co-founders with impeccable track record in the industry
7. **Aiming for an IPO within 2-3 years, with additional funding rounds along the way**
   Co-founders are currently considering to include a strategic investor in its cap table, to accelerate its growth plans even further

IPification – the Future of Digital Trust

Company Overview

IPification Business at glance

- IPification offers a patented highly secure and user-friendly mobile authentication solution enabling customers to identify and verify users based on their unique IP address, primary addressing the needs of mobile-first applications and offering a range of security enhancements.
- Unique solution that offers frictionless UX and significantly outperforms incumbent SMS OTP authentication technology.
- Growing customer base of 34 signed clients across 21 markets, including blue chip corporations such as Meta and Alibaba.
- Expected NTM growth of 10x via agreements that are either signed or in the advanced stage of negotiations.
- **Experienced co-founder group leading the company towards an IPO in 2027/28, while considering to include a strong strategic investor in its cap table to accelerate the Company's growth even further.**

Financial highlights

US$ 1.5m	Net Revenues	US$ 14m	+10x
US$ 336k	MRR	US$ 1.9m	+6x
54	Clients x markets	108	+2x
FY2024		NTM Forecast	Growth

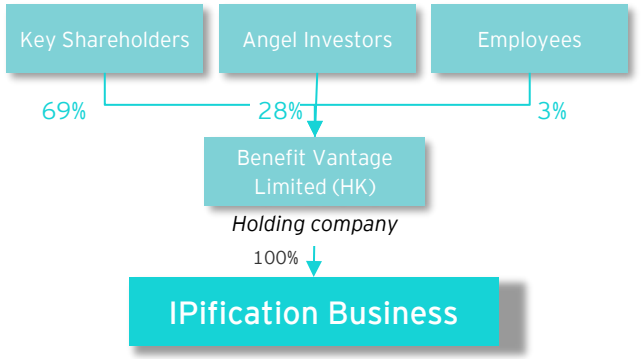
Key Shareholders

Harry Cheung
Founder
+20 yrs in cybersecurity & data protection

Stefan Kostic
Co-founder & CEO
+10 yrs in FinTech & telecom industry

Aleksandar Brankovic
Co-founder & CTO
+15 yrs from technical roles

Ownership Structure

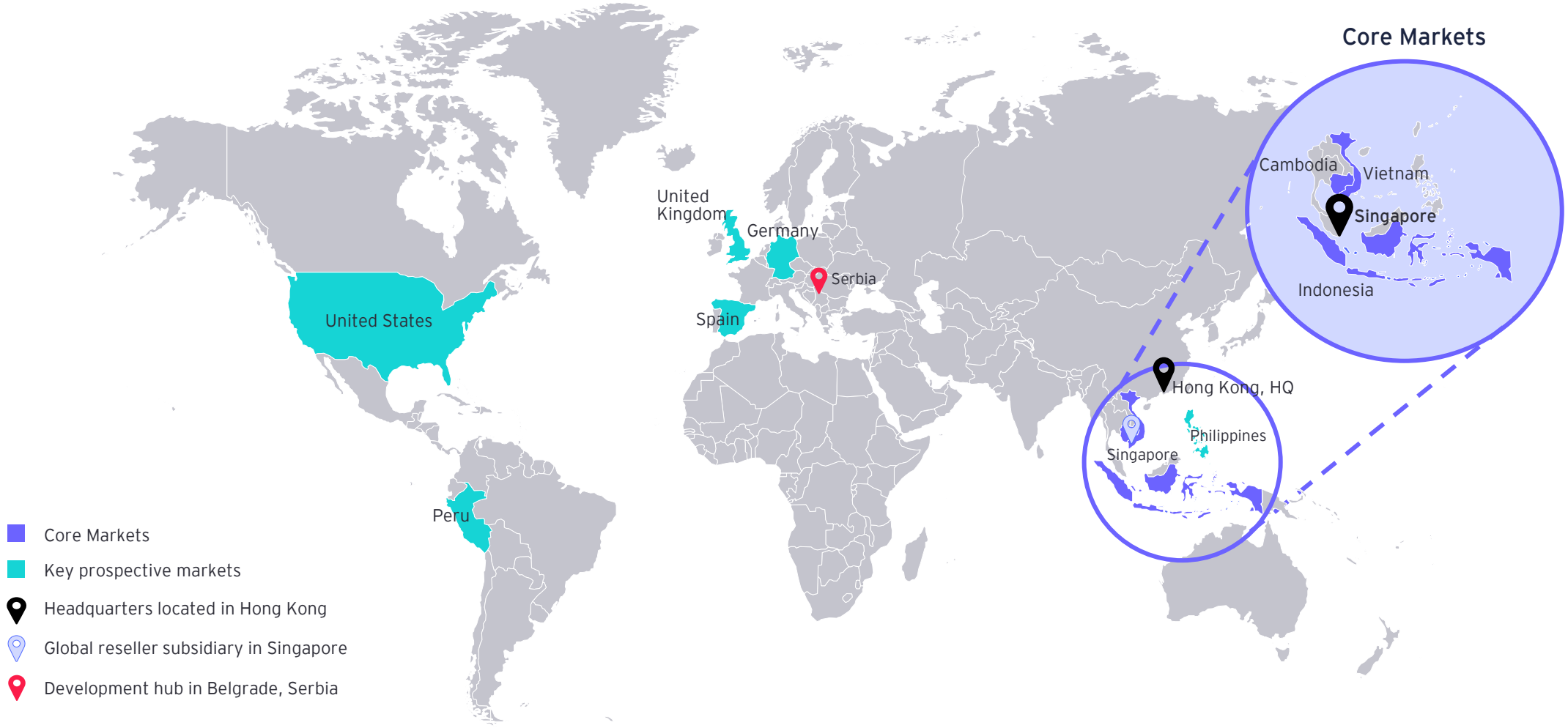


Key Clients

Meta, Telkomsel, Alibaba.com, Instagram, Facebook, WhatsApp, stc, Telin, Lazada, telesign, indosat member of Ooredoo Group, zain, ada, Raiffeisen Bank, ACLEDA BANK, BCA

Originally focused on Southeast Asia, now expanding to the US and the EU

IPification Global presence



Partnership model with MNOs, deploying technology directly in their infrastructure

Technological solution

Legacy delivery model

Authentication difficulties in standard models:

- SMS OTPs
- Tokens
- Biometric alternatives

Security Vulnerabilities	Privacy Leaking	Bad User Experience
Easy to compromise, leading to: SS7 breaches HTTP sniffing	**Dependance on MSISDN:** Fraud attempts Phishing attacks	**Increased risk of:** User churn Diminishing user conversion

Patented authentication method that uses public IP address without any unreliable data and perimeter from the app

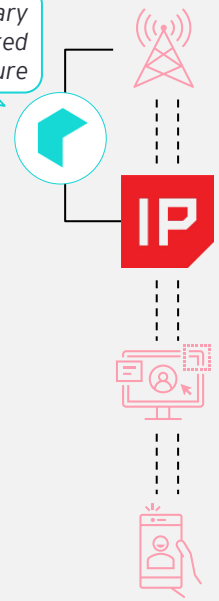
IP address + Active NAT session

Unique mobileID

IMEI | IMSI | Service | MSISDN

IPification delivery model

*IPification's proprietary **GMID-BOX** integrated into MNOs infrastructure*



Challenges resolved

- Authentication possibilities outside traditional alternatives combining frictionless UX with a security-first perspective
- User identification based on mobile network data reduce vulnerabilities and potential privacy breaches
- Leveraging existing data for authorization removes dependency on SMS OTPs and significantly reduce SMS spend for service providers

Proven revenue generation model leveraging flagship verification technology

Products & Revenue Generation Model (1/2)

IPification Product offering

Press each bullet to view product demo

Silent Phone verification (IP and SIM based)
Silent phone verification without SMS OTPs or user actions at all, enhancing security and user experience

Password-less authentication
Offers zero-click login with bank-grade security, streamlining onboarding and payments across devices

Know Your Customer (KYC)
Form pre-fill and data-match by leveraging direct connection with Telecom operators' CRM systems and IPification APIs, upon explicit user consent

- Subscriber Activity (Sim Swap Detection, MSIDSN Recycling)
- Device Change Detection
- Secure Direct Carrier billing Authentication
- Enhanced Mobile Audience Profiling
- Mobile Attribution

- Flagship Products & Services
- Add-on products with significant potential

...designed to attract mobile-first customers in a global world

- Fintech
- Telecom
- E - Commerce
- OTTs
- Banking
- Technology & Gaming

IPification Revenue generation model

~45%

Primary – Transaction based model

IPification charges its clients gross price per transaction, out of which MNOs' commission is ~60%

Unit Economics example below based on $0.06 per authentication

MNO 60% $0.03	IPification 40% $0.02	VAT 20% $0.01

Base price | *Tax*

End Merchant price

~35%

Fixed subscription revenue model

IPification charges its clients the negotiated fixed fee based on the multi-year contract. This model applies for IP phone verification/authentication and GMID installation and maintenance services

~20%

GMID installation and Client integration fees

In some instances, IPification charges its clients for the installation of GMIDs

Significant potential for further growth of add-on products and services

Products & Revenue Generation Model (2/2)

IPification Product offering

- Silent Phone verification (IP and SIM based)
- Password-less authentication
- Know Your Customer (KYC)
- **Subscriber Activity (Sim Swap Detection, MSIDSN Recycling)**
  Real-time notifications on fraudulent SIM swap detection attempts
- **Device Change Detection**
  Real-time flagging of the mobile device change
- **Secure Direct Carrier billing Authentication**
  Network-based authentication that does not use SMS or Header Enrichment
- **Enhanced Mobile Audience Profiling**
  Audience profiling (age, gender, interest, geolocation) via direct connection between Telecom operators and IPification APIs
- **Mobile Attribution**
  First-of-a-kind Privacy Preserved & Secure Mobile Attribution service helping advertisers, agencies and ad networks to boost the effectiveness of their campaigns

...designed to attract mobile-first customers in a global world

Fintech | Telecom | E - Commerce | OTTs | Banking | Technology & Gaming

Flagship Products & Services

Add-on products with significant potential

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