



**iiIDENTIFIi**

**Secure, friction-free  
digital identity for Africa**

**STOP FRAUD. BUILD TRUST.  
CHOOSE A PROVEN, LOCAL IDENTITY SOLUTION.**



# Your business needs **secure** identity verification

If your customers need to confirm their identity when accessing your products or services, you need secure identity.

Identity fraud is growing at an exponential rate. Protecting your customers' identities requires an urgent response and strategy. Stolen identity has an impact on your bottom line, as well as on consumer trust.

If your customers' money or data is stolen, it is hard to recover that trust. It is also a matter of regulation: legislation is tightening in response to burgeoning cyberthreats and businesses need to stay compliant.

Yet safety is just one component. You don't just need

a secure biometric identity verification (IDV) platform, you also need a user experience that is as fast as it is secure.

## Not all identity verification is made equal

iiDENTIFii stands apart with a locally-grown, Africa-centric and highly scalable IDV platform. This allows us to give our range of high-profile clients – including leading banks and governments – the highest security with the least customer friction.

By using face biometrics, specifically 3D and 4D Liveness®, we can stop identity fraud by making identity verification accessible to everyone, everywhere on any device.

iiDENTIFii provides secure face biometrics to the following industries:



Banking



Credit Providers



Government (e.g Tax Authority, social grants, pension payouts)



Healthcare



Insurance and non banking financial services



Pensions



Payment platforms



Retail



Travel



Telco

# What sets iiDENTIFii apart



## Deepfake resistant

Live face biometrics are the most resilient to deepfake.



## True diversity

With algorithms trained on over 50 million African faces, our system displays the highest accuracy on a wide range of African ethnicities.



## Proven capability

Our system has been audited and proven to show exceptional resilience against digital replay attacks and deepfakes, providing robust security measures to protect against evolving threats.



## Government-trusted

Our 4D Liveness® technology enjoys the confidence of leading African banks and multiple governments, including the US Government, UK Government, and the Singapore Government.



## Enterprise-grade

iiDENTIFii is Africa's only enterprise-grade identity verification platform. Our cloud-based solution is easy to customise and scale.



## No customer friction

iiDENTIFii is one of the most user-friendly solutions on the market, which is hardware agnostic and omni-channel.

## Safe identity for Middle East and Africa

iiDENTIFii operates in the following countries:

South Africa • UAE • KSA • Kenya • Nigeria • Egypt • Ethiopia • Morocco • Uganda

As more companies prioritise safe digital identity, our presence continues to grow.

## How it works

# One oval unlocks a world of secure digital identity

How can you trust that a person is who they say they are? iiDENTIFii's award-winning biometric authentication system uses a four-dimensional liveness and identity verification process to answer this question. Our sophisticated technology ensures that the person using the system is who they say they are, is present and that a replicated video or animated photo is not being used by them.

## STEP 01

With a selfie, iiDENTIFii uses 3D facial recognition to prove biometric liveness. We use a unique sequence of lights each time the user interacts with the system to ensure they are present at the time of onboarding, and not using a prerecorded video or animation.



## STEP 02

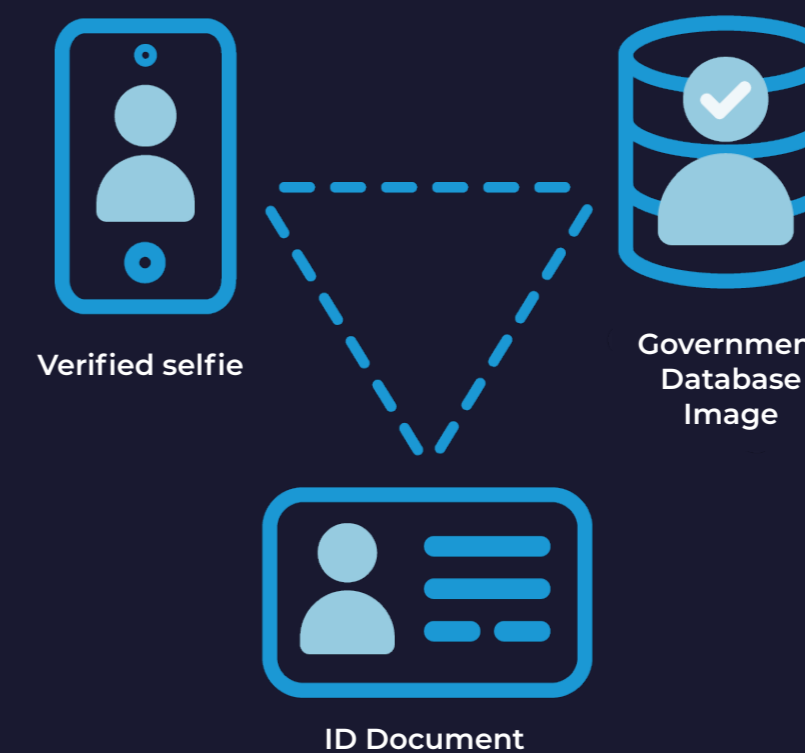
iiDENTIFii extracts an image and key data from an Identity Document comparison.

## STEP 03

Facial recognition technology is used to verify that they match

## STEP 04

Our platform verifies the result with the authoritative government database, e.g. the Department of Home Affairs, creating a triangulation of trust.



## Use cases

These are some of the potential applications of digital identity:

- Customer onboarding
- Identity verification
- KYC/AML compliance
- FICA/RICA registration
- Remote election onboarding and verification
- Improving remote digital user experience

# A growing legacy of safe biometric identity

We are passionate about safe biometric identity. The ability to use technology to protect people against fraud shapes our purpose. Here are some key milestones from our journey to date:

**50M+ African faces**



inform our algorithm

**5 of South Africa's leading banks**



trust us with their biometric authentication

**Largest Series A investment**



in Africa in iiIDENTIFii, led by Arise

**1 in 250,000 False Accept Rate and False Reject Rate**



as audited by BDO

**NIST-accredited**



face-match algorithm

iiDENTIFii is the identity verification platform of choice for the biggest financial institutions in Africa.



iProov (the technology that enables iiDENTIFii's platform) is trusted by enterprises and governments around the world to verify citizen and customer identity online.



### International accreditations and awards:



Winner, Digital Innovation Award 2019.



Finalist, The Digital Company of the Year Award.



Finalist, The Innovation Award.



Finalist, Digital Company of the Year.

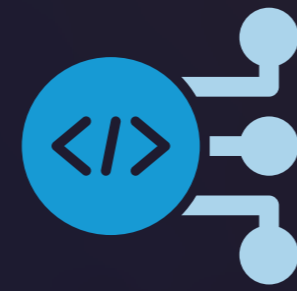
# Protect your business and customers with secure identity

Face biometrics will ensure that you can secure the identity of your stakeholders and customers, protecting your business from cyber fraud. With an inclusive, enterprise-grade solution, iiDENTIFii is the IDV of choice for Africa's leading financial institutions.

Choose iiDENTIFii for:



**Enterprise-grade, audited biometric identity verification**



**Inclusive, stress-tested algorithms**



**Seamless mobile and web-based platforms**



**Patented 4D Liveness® technology**

**iiDENTIFii with us? Contact us for a demo**

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**iiDENTIFii**