



IPIFICATION SECURE MOBILE AUTHENTICATION AVAILABLE TO 3 HONG KONG SUBSCRIBERS

*IPification partnered with 3 Hong Kong to provide users with
bank-grade seamless mobile security*

(13 January 2020 – Hong Kong) Benefit Vantage Limited, developer of IPification seamless authentication solution, and leading mobile operator 3 Hong Kong, are proud to announce the deployment of IPification mobile authentication solution.

Leveraging 3 Hong Kong's full network capabilities, IPification provides quick and easy user registration and login, as well as verification that requires minimal user interaction. Authentication can now be activated with a single tap, or run completely in the background, enabling zero-tap verification.

"Integrating our solution into 3 Hong Kong's mobile network and providing the best mobile authentication technology to the Hong Kong market is an important milestone for us," said Harry Cheung, Founder and President of IPification. "With IPification, video and music streaming apps, banks, online retailers, gaming companies and other online service providers operating in Hong Kong can utilise the benefits of an authentication solution that is capable of simultaneously providing top-notch security, privacy protection, and exceptional user experience."

"3 Hong Kong is pleased to be the first mobile operator in Hong Kong to bring the GSMA's Mobile Connect compliant IPification solution to the market. As soon as app and service providers adopt this network-based authentication solution, 3 Hong Kong users will be able to enjoy highly secure authentication, identity and payment validation, anonymous login and seamless access to services from all connected devices with minimal interaction.

At a corporate level, the new solution will also enable us to offer businesses across different industries a more secure, protected and convenient online transaction experience," Kenny Koo, Executive Director and Chief Executive Officer of Hutchison Telecommunications Hong Kong Holdings Limited, stated.

Service providers can take advantage of IPification's technology to enhance the registration flow, and improve login experience to achieve higher user retention, activity and loyalty. IPification also offers maximum protection against fraudulent activities, especially the ones related to device change and SIM swap attacks.

With the advance of the Internet of Things (IoT) and the arrival of 5G network, people of Hong Kong will be more dependent on their mobile devices and apps than ever. IPification is determined to forge seamless and secure mobile internet experience shoulder to shoulder with 3 Hong Kong, in order to support growing usage of these technologies and Hong Kong's transformation into a smart city.

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About Benefit Vantage Limited & IPification

Benefit Vantage Limited (BVL) is a leading provider of cybersecurity and data backup solutions globally. BVL and its group of companies are incorporated in Switzerland, Serbia and Hong Kong, where they represent big brands like F-Secure and Acronis and develop its own solutions.

BVL's flagship product is IPification, based on close partnerships with mobile operators to offer seamless authentication and fraud protection against device change and SIM swap attacks. IPification enables mobile applications and service providers to offer their users authentication that is secure, protects their privacy, and enables a smooth user experience.

For more information about IPification, please visit www.ipification.com

About 3 Hong Kong

3 Hong Kong is a leading mobile communications service provider and the only local operator to own blocks of spectrum across the 900MHz, 1800MHz, 2100MHz, 2300MHz and 2600MHz bands. 3 Hong Kong offers cutting-edge data, voice and roaming services under the "3" brand via far-reaching advanced 4G LTE, 3G and 2G networks. 3 Hong Kong also works with renowned partners to offer a wealth of innovative mobile devices and value-added services, while providing high-speed Wi-Fi at 3 Hong Kong's hotspots to serve Hong Kong's major areas. 3 Hong Kong is the mobile division of Hutchison Telecommunications Hong Kong Holdings Limited (stock code: 215), a group member of CK Hutchison Holdings (stock code: 1).

For more information on 3 Hong Kong, please visit www.three.com.hk.

For more information on HTHKH, please visit www.hthkh.com.

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