



PERSONAL DATA

THE PROBLEM:

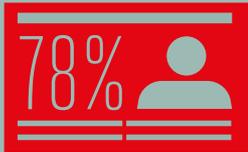
The password model is broken, with multiple login details, lengthy registration processes demanding personal information and high profile security breaches, consumers are growing wary of online safety and privacy.



86% OF PEOPLE HAVE LEFT A WEBSITE WHEN ASKED TO REGISTER



ADMIT TO USING THE FORGOT PASSWORD FEATURE ONCE A MONTH



78% OF CONSUMERS STATE ITS HARD TO TRUST COMPANIES WITH THEIR DATA

THE SOLUTION:

By using the inherent security of the device that's always with customers; the mobile phone, secure and convenient access to digital services can be unlocked.



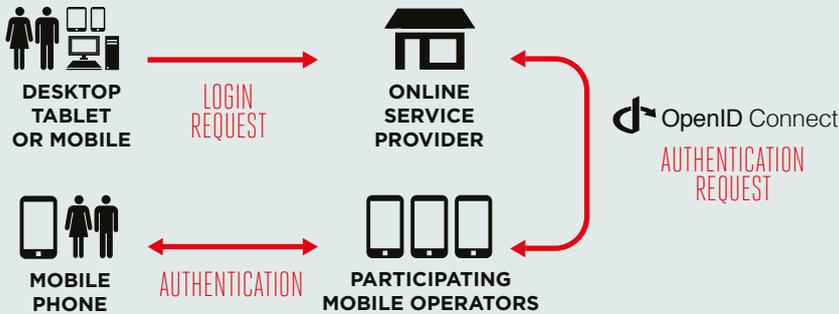
INTRODUCING:

Mobile Connect, powered by mobile operators and facilitated by the GSMA provides customers with access to online accounts at different levels of security, from low-level access to highly secure bank-grade authentication.



MOBILE CONNECT GIVES CUSTOMERS:

- SMILEY FACE: SIMPLE SECURE ACCESS ON ANY DEVICE: MOBILE, TABLET OR PC
- SMILEY FACE: CONTROL OVER WHAT PERSONAL INFORMATION IS SHARED
- SMILEY FACE: NO MORE USERNAMES AND PASSWORDS



The technology behind Mobile Connect is based on the widely adopted open source technology of OpenID Connect. Authentication is provided by the operator for the service provider, with no personal data shared without the customer's permission.

Mobile Connect is enabled by a global network of mobile operators, uniquely positioned to provide trusted login and identity authentication on behalf of their subscribers due to:



ACCESS TO SECURE SIM, PART OF EVERY PHONE



DECADES OF EXPERIENCE IN SECURE MANAGEMENT OF CUSTOMERS' DATA



PRIVACY PROTECTION BUILT INTO THE RULES THAT REGULATE OPERATORS

MOBILE CONNECT FOR:

- RETAIL
- EDUCATION
- HEALTHCARE
- FINANCE
- UTILITIES
- MORE...

- ✓ Easy, secure access for their customers driving increased user activity post login
- ✓ Access via any channel, or any device
- ✓ Easy to implement with single integration platform,
- ✓ Near ubiquitous local reach

68% MORE LIKELY TO RETURN

67% MORE PAGE VIEWS

48% BUY MORE



The GSMA represents the interests of mobile operators worldwide. Spanning more than 220 countries, the GSMA unites nearly 800 of the world's mobile operators with 250 companies in the broader mobile ecosystem, including handset and device makers, software companies, equipment providers and Internet companies, as well as organisations in industry sectors such as financial services, healthcare, media, transport and utilities.