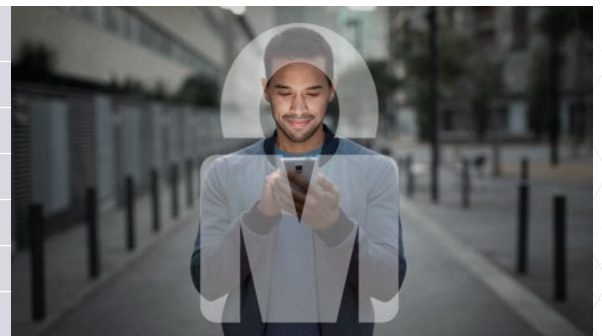


Mobile Connect: The global mobile identity solution

Mobile Connect is the mobile operator-facilitated **secure universal identity solution**. Simply by matching the user to their mobile phone number, it enables consumers to register and log in to websites and apps. In addition, it also allows the user to authorise transactions whilst sharing only the data needed to verify those attributes required to complete the transaction.

MOBILE CONNECT BENEFITS:

- Reduces end user friction and drop-out rates
- More frequent log ins
- Increases end user trust and loyalty
- Enhances user experience
- Gives the end user control of their personal data
- Improves customer insights
- Increases security and reduction in fraud



88%

of users want to reduce risk of identity theft and credit card fraud

86%

of users have left a website when asked to register

87%

of users would prefer just one strong password to remember

81%

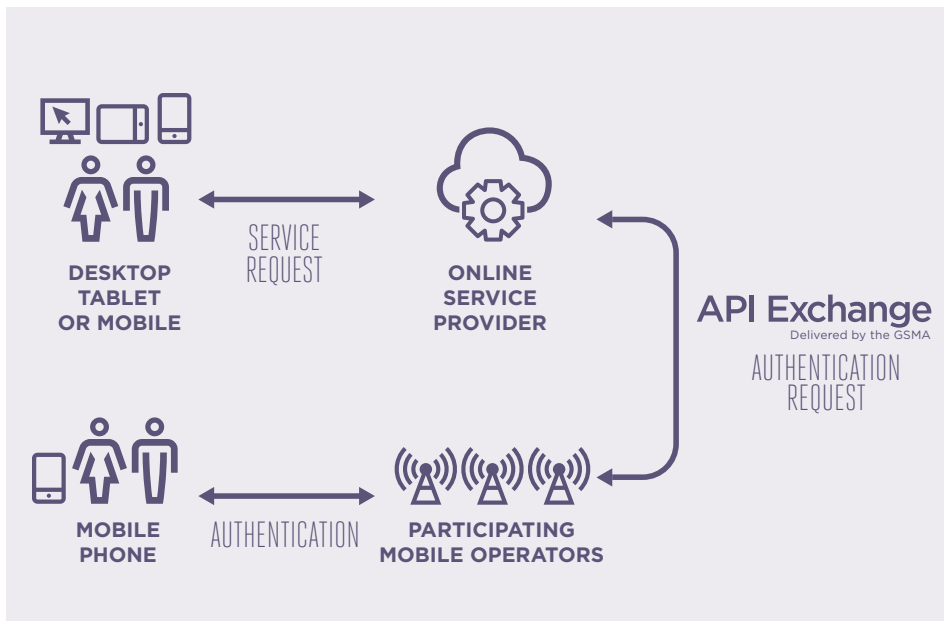
of users don't feel they are getting as much value from their personal data as third parties do

86%

of users say they are concerned about security when online

Mobile Connect provides the building blocks that will unlock the potential for new revenue streams and cost savings. By providing authentication and secure identity verification, operators have the opportunity to enhance consumer trust and allow digital service providers to deliver a more seamless user experience, reduce fraud and grow consumer loyalty. Use case examples cover areas such as e-commerce, retail, travel and hospitality, e-government, banking and parental control services.

THE TECHNOLOGY BEHIND MOBILE CONNECT







CURRENT DEPLOYMENTS

-  **ENABLED TO OVER 3 BILLION USERS GLOBALLY**
-  **PROVIDED BY 52 OPERATORS**
-  **IN 29 COUNTRIES**

All figures correct as at April 2017

THE MOBILE CONNECT PRODUCT PORTFOLIO

 authentication <p>The Mobile Connect Authentication products offer a simple, safe log-in mechanism for the user without the need for passwords or username.</p>	 authorisation <p>Mobile Connect Authorisation products allow end users to authenticate as well as authorise requests from service providers directly from their mobile phone.</p>	 identity <p>The Mobile Connect Identity products enable end users to engage with digital services quickly and efficiently, share data when they want to, and assert their identity where required.</p>	 attributes <p>The Mobile Connect Attributes products utilise device and network information for ID verification and fraud prevention.</p>
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FIND OUT MORE

The GSMA can help you evaluate Mobile Connect and engage with local and global mobile operators deploying the service in your region.

Learn more by visiting www.mobileconnect.io/business or contacting mobileconnect@gsma.com

