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## Ipsidy and Safetrade Africa Announce Successful Launch of Ipsidy's Verified™ Portal Solution by Xpressa Payment Solutions

February 26, 2019

LONG BEACH, NY and JOHANNESBURG, SOUTH AFRICA, February 26, 2018. – Ipsidy Inc. (authid.ai) [OTCQX: IDTY], a provider of secure, biometric identification, identity management and electronic transaction processing services, and Safetrade Africa, (www.safetradeafrica.com), a technology development company specialising in payment processing in secure environments and an authorized Ipsidy reseller, today announced that Xpressa Payment Solutions, a division of Safetrade, has successfully implemented Ipsidy's Verified™ Portal solution.

Ipsidy and Safetrade are excited that our previously announced partnership has led to new adopters of Ipsidy's innovative Verified Portal solution. Xpressa Payment Solutions, a provider of safe, secure, and fast Point-of-Sale and Online Payment Gateway solutions on premise or on the go, has implemented Verified for their call centre operations to assist in quick identification of customers as well as authorization of account profile and bank account changes.

Requiring no integration, Verified Portal is an out-of-the-box solution that can allow a business to [authenticate their customer's or employee's identity](#) from the convenience of their own smartphone. The Xpressa agents simply login to the Verified portal to trigger an authentication request to their customer's registered mobile phone. The customer quickly captures their 'selfie' in their trusted Ipsidy mobile application to authenticate their identity and approve business transactions. Ipsidy's platform converts the selfie into a biometric facial template that is matched against a previously enrolled reference template.

In addition to offering Xpressa and their customers with enhanced biometric security, Ipsidy's Verified Portal also increases productivity and improves customer service. Xpressa have already noticed significant improvements in the time it takes to verify the identity of a caller or customer. Since adopting the Verified solution, Xpressa agents are verifying customers' identities in 20 to 30 seconds, whereas it previously took 60 to 90 seconds. Verified has saved Xpressa an average of twenty minutes per agent per day.

Preyen Singh, Operations Manager for Xpressa said, "I was really impressed with how quick and painless Verified was implemented into our call centre. Setting up the customer user profiles is a simple process allowing us to implement multiple customers onto the system in a very short time frame. Verified lets our agents authenticate the identity of the customer in a matter of seconds. This has helped us to reduce the amount of time spent on the call and improve our customer experience. We now get customer authorisation on any changes to their payment profile without the customer having to submit additional documentation. What this means for us and the customer is that these changes can now be done immediately over the phone, decreasing turnaround times on support calls."

Matia Bella, a clinic specializing in skincare and beauty treatments, and Xpressa's first client to be a Verified end user, have also expressed how the solution has improved their everyday operations. Mariella Panayiotou of Matia Bella said, "Ipsidy's Verified is a really simple and easy to use mobile identity verification application. I love how quick easy it is for Xpressa to verify me and allow me to authorise changes to my payment profile!"

Jonathan Ellis, Managing Director, Ipsidy said, "Ipsidy and Safetrade look forward to continuing to offer Ipsidy's suite of innovative mobile biometric authentication solutions in South Africa and to improve other businesses' daily operations by increasing productivity and enhancing security for everyday transactions with biometric identity."

### About Xpressa Payment Solutions

Xpressa Payment Solutions has been a leading licensed Payment Service Provider in the Republic of South Africa since 2003, operating under the license of Absa Bank.

### About Safetrade Africa

Safetrade Africa is a private limited company registered in the Republic of South Africa. Opening our doors in 2002 as a technology development company specialising in payment processing in secure environments. Safetrade Africa has a 100% South African Shareholding and is the holding company for Mobile Merchant (PTY) Limited. Safetrade Africa continually searches for ground breaking ideas and technology to bring to market, whether that be in South Africa, Africa or globally.

For Sales enquiries, please contact Safetrade Africa on +27 11 803 3509.

### About Ipsidy

Ipsidy Inc (OTCQX:IDTY) authid.ai is a provider of secure, biometric identification, identity management and electronic transaction processing services. Ipsidy is headquartered in New York and has operating subsidiaries: MultiPay in Colombia, www.multipay.com.co; Cards Plus in South Africa, www.cardsplus.co.za; and Ipsidy Enterprises in the U.K. Our identity transaction platform creates a trusted transaction, embedding authenticated identity and event details with a digital signature and using a participant's mobile device to approve everyday transactions. Our platform offers biometric and multi-factor identity management solutions which support a wide variety of electronic transactions. We believe that it is essential that businesses and consumers know who is on the other side of an electronic transaction and have an audit trail, proving that the identity of the other party was duly authenticated. We continue to enhance our solutions to provide our customers with the next level of transaction security, control and certainty over everyday transactions. Further information on Ipsidy can be found at authid.ai or contact us at sales@ipsidystaging.wpengine.com.

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**Notice Regarding Forward-Looking Statements**

Information contained in this announcement may include “forward-looking statements.” All statements other than statements of historical facts included herein, including, without limitation, those regarding the financial position, business strategy, plans and objectives of management for future operations of both Ipsidy and its business partners, future sales, product and service launches with customers and new initiatives and customer pipeline are forward-looking statements. Such forward-looking statements are based on a number of assumptions regarding Ipsidy’s present and future business strategies, and the environment in which Ipsidy expects to operate in the future, which assumptions may or may not be fulfilled in practice. Implementation of some or all of the new services referred to is subject to regulatory or other third-party approvals. Actual results may vary materially from the results anticipated by these forward-looking statements as a result of a variety of risk factors, including the risk that implementation, adoption and offering of the service by customers, consumers and others may take longer than anticipated, or may not occur at all; changes in laws, regulations and practices; changes in domestic and international economic and political conditions and others. Additional risks may arise with respect to commencing operations in new countries and regions, of which Ipsidy is not fully aware at this time. See the Company’s Annual Report Form 10-K for the Fiscal Year ended December 31, 2017 filed at [www.sec.gov](http://www.sec.gov) for other risk factors which investors should consider. These forward-looking statements speak only as to the date of this announcement and cannot be relied upon as a guide to future performance. Ipsidy expressly disclaims any obligation or undertaking to disseminate any updates or revisions to any forward-looking statements contained in this announcement to reflect any changes in its expectations with regard thereto or any change in events, conditions or circumstances on which any statement is based.

