



TRADELINK AND DAON LAUNCH NEW MOBILE BIOMETRIC AUTHENTICATION SOLUTION FOR DAH SING BANK'S ONLINE BANKING CUSTOMERS

(Hong Kong, 27 June 2018) Tradelink Electronic Commerce Limited (“Tradelink”) (SEHK Stock Code: 0536) and Daon announced today the deployment of a fingerprint and facial authentication solution for Dah Sing Bank (DSB), a leading financial services group in Hong Kong and one of Tradelink’s repeat bank customers. This is one of the many mobile biometric authentication solutions Tradelink and Daon have developed for financial institutions since launching its first solution for a major bank in Hong Kong in 2016.

The solution deployed for DSB was created in collaboration with Daon, an innovator in developing and deploying biometric authentication and identity assurance solutions worldwide. Instead of having to remember a password, the solution provides an alternative means for DSB’s customers to access their banking services using fingerprint or facial recognition. This solution, ultimately, provides a more convenient, yet secure user experience for DSB’s customers. Daon's IdentityX® platform offers FIDO (Fast IDentity Online) capabilities that support different biological attributes for authentication to also include voice, behavioral and palm, as well as digital onboarding capabilities.

“We are pleased to partner with Tradelink on this innovative initiative for Dah Sing Bank,” said Tom Grissen, CEO, Daon. “Our partnership with Tradelink continues to make a significant impact in the financial and banking industry throughout Hong Kong. Daon’s technology provides a trusted digital security experience for all of our customers. We look forward to continuing our collaboration with Tradelink as the demand for more secure and convenient authentication increases among mobile banking customers.”

“With more than ten years of solid experience in providing security solutions for the banking industry, Tradelink has developed sound domain knowledge and a strong understanding of the market,” said Andrew Cheng, Chief Technology Officer, Tradelink. “We’re glad to have implemented a mobile biometric authentication solution with Dah Sing Bank. We are now working closely with Dah Sing Bank to apply the application to other areas, such as high risk transaction and securities trading.”

Tradelink plans to extend its business outreach to security firms where there is also a high demand for biometric authentication solutions to comply with the local regulatory authority’s requirements. Cheng added, “We are confident that we will gather more use cases and success stories to share in the near future.”



ABOUT DAH SING BANK

Dah Sing Bank is the major banking subsidiary of Dah Sing Banking Group. With over 70 years of history and 45 branches in Hong Kong, Dah Sing Bank is one of the top 10 banks in Hong Kong. With our accumulated banking experiences and solid foundation built over the years in the industry, Dah Sing Bank has continuously widened its scope of business to provide professional services in retail banking, commercial banking and private banking. Dah Sing Bank is the strategic investor holding a 15% interest in Bank of Chongqing, which is a leading city commercial bank in Chongqing, the largest city in Western China. Bank of Chongqing is operating mainly in Chongqing with a branch network of over 100 branches.

Dah Sing Bank has been providing quality banking products and services according to the vision “The local bank with a personal touch”. Dah Sing Bank will keep rolling the corporate mission “Together We Progress and Prosper” and moving forward with our customers in Hong Kong, Pearl River Delta and beyond.

ABOUT TRADELINK

Established in 1988, Tradelink Electronic Commerce Limited (www.tradelink.com.hk) is a leading provider of e-commerce services for the Hong Kong business community. Since 1997, Tradelink has been providing Government Electronic Trading Services (GETS) for the trading community, initially under a 7-year exclusive franchise (1997-2003) and currently under a license until 2018. The government also has confirmed award of a new 6-year GETS license (2019-2024) to Tradelink, extendable up to three years at the Government's discretion. Over the years, Tradelink has earned the trust and support of the trading community; enabling it to stand firmly as the dominant player in the e-commerce market. With the mission to empower its clients with business enabled e-solutions for their commercial and financial activities, Tradelink has diversified its business beyond GETS into other business areas. In addition to GETS, Tradelink also offers a wide range of Business-to-Business services, digital certification services and online/mobile security solutions for identity management and payment through its subsidiaries Digital Trade and Transportation Network Limited, Digi-Sign Certification Services Limited and Tradelink E-Biz Secure Solutions Limited.

Tradelink was listed on the Main Board of the Stock Exchange of Hong Kong Limited (Stock Code: 0536) on 28 October 2005.

ABOUT DAON

Daon is an innovator in developing and deploying biometric authentication and identity assurance solutions worldwide. Daon has pioneered methods for securely and conveniently combining biometric and identity capabilities across multiple channels with large-scale deployments that span payments verification, digital banking, wealth, insurance, telcos, and securing borders and critical infrastructure. Daon's IdentityX[®] platform provides an inclusive, trusted digital security experience, enabling the creation, authentication and recovery of a user's identity and allowing businesses to conduct transactions with any consumer through any medium with total confidence. Get to know us on [Twitter](#), [Facebook](#) and [LinkedIn](#).

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