



## **Tradelink and Rank One Computing join forces to provide e-identification solution to major banks in Hong Kong**

(Hong Kong, 20 June 2018) Tradelink Electronic Commerce Limited (“Tradelink”) (SEHK Stock Code: 0536) is pleased to announce its cooperation with U.S. based Rank One Computing Corporation (“ROC”), an innovator of automated face recognition algorithms, to provide an e-identification solution to major banks in Hong Kong. Our solution digitalizes the “Know Your Customer” (KYC) process and eliminates the need for customers to visit the branch for face-to-face identity validation and ID document verification hence enabling remote account opening. Leveraging the latest mobile technology and identity verification solutions, the banks’ customers can now open bank accounts online anytime and anywhere.

Integrated with the banks’ backend system, the e-identification solution allows banks’ mobile banking applications to capture high quality images of a government-issued ID document and a selfie photo. The e-identification solution then performs document verification, such as checking the laser engraved photograph and other anti-forgery features, and biometric verification by matching the selfie photo against the official ID photo.

“We are delighted to have such an advanced and reliable partner. ROC specializes in computer vision and facial recognition algorithm development. Its face recognition algorithms excel under a multitude of facial variations in pose, lighting and expression. Their light-weight software development kit perfectly fits the KYC requirements of our major bank customers for online bank account application processing. The cooperation with ROC markedly enhances the versatility of our solutions for banking & financial institutions.” said Mr. Andrew Cheng, Chief Technology Officer of Tradelink.

“As a technology startup based in the U.S., we are excited to partner with industry leader, Tradelink, to provide the most sophisticated e-identification solutions to Hong Kong's banking and financial sectors. Tradelink has deep expertise in security and a strong understanding of banking operations and regulatory requirements. We believe our synergy with Tradelink as well as our advanced solutions will drive the transformation of the banking industry in Hong Kong.” said Dr. Brendan Klare, Chief Executive Officer of ROC.

Mr. Cheng added, “Our e-identification solution offered to major banks not only supports their current requirements for online bank account applications, but also paves the way for wholly online solutions for the banks’ other services, be it local or overseas. We look forward to a long-lasting and mutually beneficial cooperation with ROC in serving the Hong Kong banking and financial sectors.”

### **About Rank One Computing**

Rank One Computing Corporation (ROC<sup>®</sup>) is a leading developer of facial recognition algorithms. Due to a high level of accuracy, efficiency and speed, ROC solutions are particularly well suited for deployment on mobile devices and quickly processing a high volume of images or real-time video. Rank One's primary offering is the ROC SDK, which is currently deployed by multiple agencies in the U.S. Department of Defense as well as multiple state and local law enforcement agencies who consistently achieve accurate investigative leads using ROC algorithms to search large databases. The ROC SDK is being used across several financial institutions for identity verification of their customers. Multiple access control system vendors have integrated the ROC SDK across thousands of such devices worldwide. The ROC SDK is also deployed in retail environments for performing age, gender, and demographic estimation and is being used by a wide range of smaller ventures developing emerging face recognition applications.

### **About Tradelink Electronic Commerce Limited**

Established in 1988, Tradelink Electronic Commerce Limited is a leading provider of e-commerce services for 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 licence till 2018. The government also has confirmed award of a new 6-year GETS licence (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, DigiSign 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.

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