



TRADELINK AND DAON EXTEND MOBILE BIOMETRIC AUTHENTICATION SOLUTION FOR DAH SING BANK ON TRANSACTIONS AUTHENTICATION

(Hong Kong, 14 Dec 2018) – Tradelink Electronic Commerce Limited (“Tradelink”) (SEHK Stock Code: 0536) and Daon announced today the extension of application of their biometric authentication solution for Dah Sing Bank (DSB) from secure login to transaction authentication, providing further convenience to customers of DSB’s Mobile Banking / e-Banking services. This solution extension is phase 2 deployment of our biometric authentication solution which was first deployed to DSB in Mar this year.

With the mobile biometric authentication solution provided by Tradelink and Daon, a biometrics industry leader worldwide, DSB’s personal and business banking customers can, not only login the service but also authorize transactions, including fund transfers to non-registered accounts, small-value transfer service activation, and increase online transaction limit, using biometric attributes like fingerprint and facial recognition, or security passcode set by customers. The extended authentication solution further enhance user experience as customers no longer need to remember their password or bring along their security token for authentication, it facilitates particularly business customers as they can authorize transactions anytime anywhere.

The solution also enables DSB customers to login their e-Banking accounts by scanning the QR Code shown on e-Banking login page using their mobile devices. It provides greater convenience to customers in accessing their e-Banking accounts.

“We are pleased to partner with Tradelink and further provide biometric solutions that can comply with the stringent regulatory requirements particularly on transactions authentication to Dah Sing Bank,” said Tom Grissen, CEO, Daon. “Our advanced technology together with Tradelink’s profound domain knowledge and thorough understanding on the needs of the local banks form an unbeatable synergy in providing biometric authentication solutions to the banking industry in Hong Kong.”

“We are delighted to continue our partnership with DSB. The extension of cooperation provides DSB’s customers with convenient banking experience, thus demonstrates the strong capability of Tradelink in providing professional biometric authentication solutions and quality services,” said Andrew Cheng, Chief Technology Officer, Tradelink. “We have confidence and are prepared to extend our solutions to other industries such as insurance and security trading.”

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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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