

## **THE HONG KONG JOCKEY CLUB OFFERS BIOMETRICALLY SECURED MOBILE SERVICES**

*Daon and Tradelink continue successful partnership with The Hong Kong Jockey Club to deliver secure, passwordless authentication for sport services customers, with the ability to complete over 1,200 biometric transactions per second.*

HONG KONG (April 14, 2020) – Daon, a global leader in biometric identity technology, today announced with Tradelink, its e-solutions partner in Hong Kong, that the companies have delivered fast, convenient login to mobile services for The Hong Kong Jockey Club (HKJC) customers, secured by Daon's IdentityX® platform.

HKJC, the oldest racing club in the region with a history of more than 135 years, has partnered with Daon and Tradelink to deliver biometric security for its mobile TV channel app and its Racing Touch app, allowing customers secure and rapid login—without the delay and inconvenience of passwords.

Daon in Asia works closely with and is supported by Enterprise Ireland in the development of its business across the region. In Hong Kong, Daon partners with Tradelink, a leading Identity Management Solutions provider to deliver a trusted digital experience for customers in the banking and financial industry in the region.

### **Passwordless login for better security and customer convenience**

Powered by Daon's biometric authentication platform IdentityX, the HKJC betting app no longer requires customers to log in with a password and security questions in order to access sporting services. "With a single frictionless biometric interaction, The Hong Kong Jockey Club customers can access their accounts easily but securely, safe in the knowledge that their personal details will stay private," said Tom Grissen, CEO, Daon. "IdentityX allows what was once a 30-second login process to be completed in less than a few seconds."

Tradelink, with its proven track record in implementing quality biometric authentication solutions for various financial institutions in Hong Kong, deploys the secure biometric solution for HKJC's betting app and provides 7x24 local support to HKJC for the smooth and stable operations of the solution being delivered.

As HKJC already reaches a significant mobile customer base, it was essential for Daon's IdentityX platform to accommodate extraordinarily high user volumes. In response, Daon worked to exceed even HKJC's most ambitious requirements, delivering throughput for more than 1,200 authentications per second.

Mr. Richard Cheung, Executive Director, Customer and International Business Development of HKJC, said it remains a high priority for the Club to offer increasing levels of convenience, especially as horseracing continues to grow in its appeal and attract new customers from a younger demographic.

"The Club has been an early pioneer in using mobile technology to improve the experience for customers," he said. "We are delighted to work with Daon and Tradelink to continue innovating and to deliver a seamless and secure mobile experience, so that it's as fast and convenient as possible for our customers to take part in the excitement of the races via their own mobile devices."

The IdentityX platform is certified by the FIDO (Fast IDentity Online) Alliance, enabling open, secure, passwordless authentication. Daon's leadership in FIDO helps ensure HKJC benefits from ongoing access to biometric best practices as new modalities and technologies are developed.

### **Mobile services for a mobile customer base**

Previously, customers who had lost their passwords or forgotten the answers to their security questions had either abandoned the app or phoned the call centre, which entailed extra work and expense both for customers and for the Club. Andrew Cheng, CTO and Executive Director of Tradelink, said biometrics are the perfect solution for these challenges, allowing customers to use their mobile phones' sensors as the means of authenticating themselves rather than relying on passwords.

"Biometric solutions like Daon's IdentityX are ideally suited to e-commerce, where service providers want to improve the end-user experience, enhance security and reduce their own levels of risk," he said. "We're delighted to be working with Daon to help The Hong Kong Jockey Club meet customer demand for fast, secure login via face and fingerprint. Customers have their mobile devices with them at all times, and authentication methods that leverage a device's technology are those that will be most successful."

The Daon solution decreases overall risk to the Club, he said, because biomarkers are stored on the user's authorised device. This means the user's personal biometrics are not transferred to or stored by the service provider.

For more information about The Hong Kong Jockey Club's mobile apps, visit <https://is.hkjc.com/mbs/site/en/android.html>

### **ABOUT DAON**

Daon, [www.daon.com](http://www.daon.com), 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 seamless travel. 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.

### **ABOUT TRADELINK**

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 thereafter under licences with the current one expiring by end of 2024, 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 solutions, including supply chain solutions, digital certification services/identity management solutions, payment technology solutions and a Community Logistics Platform through its subsidiaries Digital Trade and Transportation Network Limited, Digi-Sign Certification Services Limited, Tradelink PayTech Solutions Limited and VSHIP Limited.

Tradelink was listed on the Main Board of The Stock Exchange of Hong Kong Limited (Stock Code: 0536) on 28 October 2005. For more information about Tradelink, please visit [www.tradelink.com.hk](http://www.tradelink.com.hk).

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