Shufti

Market Positioning and Commercial Assessment

Results Presentation

Martin Kuppinger, Annie Bailey
Lead Analysts
KuppingerCole Analysts AG

Charlene Spasic, Yasin Garip
Advisory
KuppingerCole Analysts AG

Alejandro Leal
Research Analyst
KuppingerCole Analysts AG

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Agenda

01	Executive Summary
02	Market Attractiveness Analysis
03	Competitive Landscape Assessment
04	Right-to-Win Analysis
05	Growth Opportunities
06	Customer Insights

Executive Summary

Shufti is Well-Positioned for Market Leadership in Identity Verification

Situation	• The IdV market is **growing rapidly**, driven by a rise in **fraud** and **compliance demands**. • Projected 20.7% CAGR through 2030 is fueled by portable identity, age verification, and new industry adoption. • Shufti stands out by proving **true global coverage** with **own technology, developed and controlled in-house** as opposed to competitor solutions that orchestrate IdV components.
Complication	• Shufti competes in a **crowded market** that is **consolidating** around solutions offering the highest performance verifications and global coverage. • **Portable digital identity** relies on IdV for issuing and renewing credentials, enabling **new use cases.** • **Age verification** regulation is increasing pressure on digital services to **integrate IdV services.**
Questions	• How can Shufti **differentiate** itself in a **crowded IdV market**? • What are the **highest-growth opportunities** in terms of verticals and geographies? • **How should Shufti expand?** Through M&A, product innovation, or strategic partnerships?
Answer	• Continue R&D for **leading AI models, behavioral biometrics and fraud prevention** services to strengthen differentiation. • **Explore partnership opportunities** in expanding markets like portable digital identity to accelerate growth. • Prioritize **land & expand strategy** and **leverage high-quality tech stack** to replace incumbent IdV vendors and upsell products.

Strategic Market Positioning & Opportunities for Shufti

Key Takeaways on Shufti's Strong Current Position in Identity Verification Market & Services

Shufti is **well positioned** to scale in the growing identity verification market through strong **own intellectual property, differentiated solutions, customer focus**, and **strategic expansion** into high-demand regions and verticals.

High Growth Market Opportunity	**Strong demand** for identity verification, fraud prevention, and compliance solutions **across multiple industries, brings double-digit CAGR expected through 2030.**
Competitive Differentiation	Shufti stands out with its **own intellectual property**, high-performing verification, onboarding, and fraud prevention solutions, and operational excellence, **offering a compelling value proposition compared to competitors.**
Strategic Right-to-Win	**Targeted direct sales teams** in high-growth regions, close attention to customers needs with a **quick, high-quality solution** and comprehensive **customization and support services** give Shufti a **competitive edge in key verticals and regions**.
Scalable Growth Potential	**Expansion into new geographies and verticals,** coupled with continued innovation and **IP development**, potential partnerships, and **cross-sell opportunities**, **positions Shufti for sustained long-term success.**
Customer-Centric Approach	A strong **understanding of market demand**, paired with ongoing usability improvements and active customer engagement, enables Shufti to drive **adoption, loyalty, and market share growth**.

Agenda

IdV is a Highly Attractive Market with Strong Growth Expectations

Shufti Should Act Now to Leverage Surge Growth and Age Verification Rising Markets

Shufti demonstrates **strong positioning** in the IdV market with **broad technical capabilities, offering a full-service IdV, coverage across diverse industries, and favorable market conditions** characterized by high growth potential and low entry barriers in most areas.

Industries with High Demand for IdV

	Industries	Competitor Focus	Shufti's Focus
Regulated Industry	• Traditional Financial Services • Government & Public Sector • Fintech, Crypto & Forex • Gaming & Gambling	Covered	Covered
Digital Services	• eCommerce & Marketplaces • Social Media • Streaming & Media Services	Not Covered	Covered
Physical/ Hybrid Services	• Travel & Hospitality • Age-Restricted Services	Not Covered	Partially covered

Covered Technical Capabilities

Generic IdV		Full Service IdV					Extended IdV	
Document Verification	Biometric Verification	Address Verification	Attribute Verification	Age Verification	KYC/ AML/ KYB Compliance	Authen-tication/ Reusability	Behavioral Biometrics	Portable Identity

Market Attractiveness Analysis

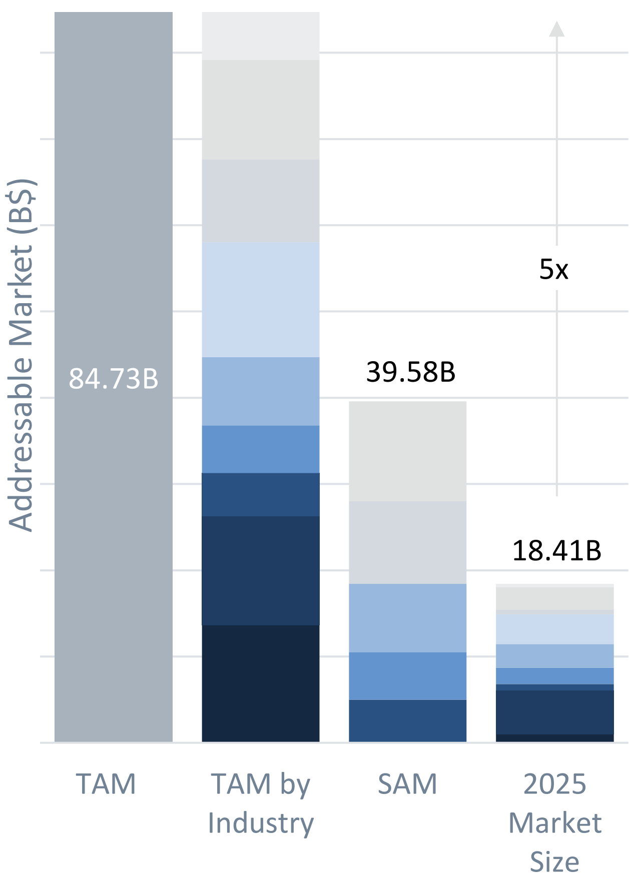
			Entry Barriers
Addressable Market	Verticals	• Low overall IdV penetration in key industries. • IdV vendors rapidly gain customers in key industries, indicating strong demand.	Low Entry Barriers
	Geography	• Distributed customers across North America, EMEA, and APAC. • EMEA expects surge growth in 2026-2028.	
	Technology Market	• IdV can be used as foundation for additional technology markets: Fraud Reduction, Passwordless Authentication, and eKYC/KYB. • Strong cross-selling opportunities.	
Market Size	Size	• **Current Size: 18.41 B$ in 2025**	Low Entry Barriers
	Growth Projections	• **Expected Case: 50.07 B$ by 2030** • **CAGR: 20.7%**	
Opportunities	Whitespace	• Significantly underserved industries (IdV penetration <10%): Age-restricted Services, Social Media, Travel & Hospitality, Healthcare, Utilities • Underserved industries (IdV penetration <30%): eCommerce, Gaming & Gambling, Streaming & Media, Government, Insurance • New Markets: Deepfake Detection, IdV for Employee IAM	High Entry Barriers
	Market Growth Drivers	• Surge growth in EMEA 2026-2028 indicates an opportunity for Shufti to be a recurring part of portable digital identity issuance and renewal. • Age verification regulation mean that many digital services will require compliance solutions.	Low Entry Barriers

Legend Covered (+) Partially covered (−) Not Covered (×) Low Entry Barriers (✓) High Entry Barriers (−)

Extended IdV TAM is Nearly 5x the 2025 Market Size with Massive Opportunity for Growth

SAM Encompasses Shufti's ICP of Fast-Moving Commercial/ Digital Services and Regulated Industry

Extended IdV Addressable Market



Industry	TAM (in B$)	End-Users (in B)	Current IdV Penetration	Assumptions
Age-Restricted Services	2.13-5.52	3	6%	Rapidly increasing segment, with currently low penetration of sufficient tools for emerging regulations.
Streaming & Media Services	4.47-11.59	6.3	22%	Includes platform enforcement of region-based access.
Social Media	3.69-9.57	5.2	6%	Varied verification methods used, including email, SMS, and increasingly automated IdV.
Government & Public Sector	5.11-13.35	7.2	26%	Based on Portable Digital Identity Addressable Market.
Gaming & Gambling	3.05-7.91	4.3	35%	The proportion of online gambling users and gaming accounts.
Fintech, Crypto & Forex	2.13-5.52	3	34%	Relatively high penetration given modern, fast-moving industry, remote nature, and compliance requirements.
eCommerce & Marketplaces	1.92-4.99	2.71	15%	Moderately high penetration, with IdV used for onboarding, fraud prevention, and payment authentication.
Traditional Financial Services	4.83-12.66	6.8	40%	Relatively low global penetration, most with manual/hybrid IdV and most users already onboarded and verified.
Travel & Hospitality	5.25-13.62	7.4	7%	While some programs like TSA Pre-Check have 17% penetration of US unique air travelers, the overall penetration of hotels, travel rentals, check-ins is low.

TAM: Number of end-users per industry x transaction price. Current average price is $0.71-$1.84/ verification. Estimated price stability or decrease of $0.10-$0.20 over next 5 years.

SAM: Industries currently served by Shufti: eCommerce & Marketplaces, Fintech/Crypto/Forex, Gaming & Gambling, Social Media, Streaming Services.

Market Size: Market research by KuppingerCole Analysts and data from public sources.

Sources:

https://www.statista.com/forecasts/1207843/ott-video-users-worldwide

https://www.statista.com/forecasts/1435540/number-of-users-video-streaming-svod-video-on-demand-market-worldwide

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https://theinfluencerforum.com/number-of-gamers-worldwide-complete/

https://www.statista.com/topics/2404/fintech/

https://www.yaguara.co/online-shopping-statistics/

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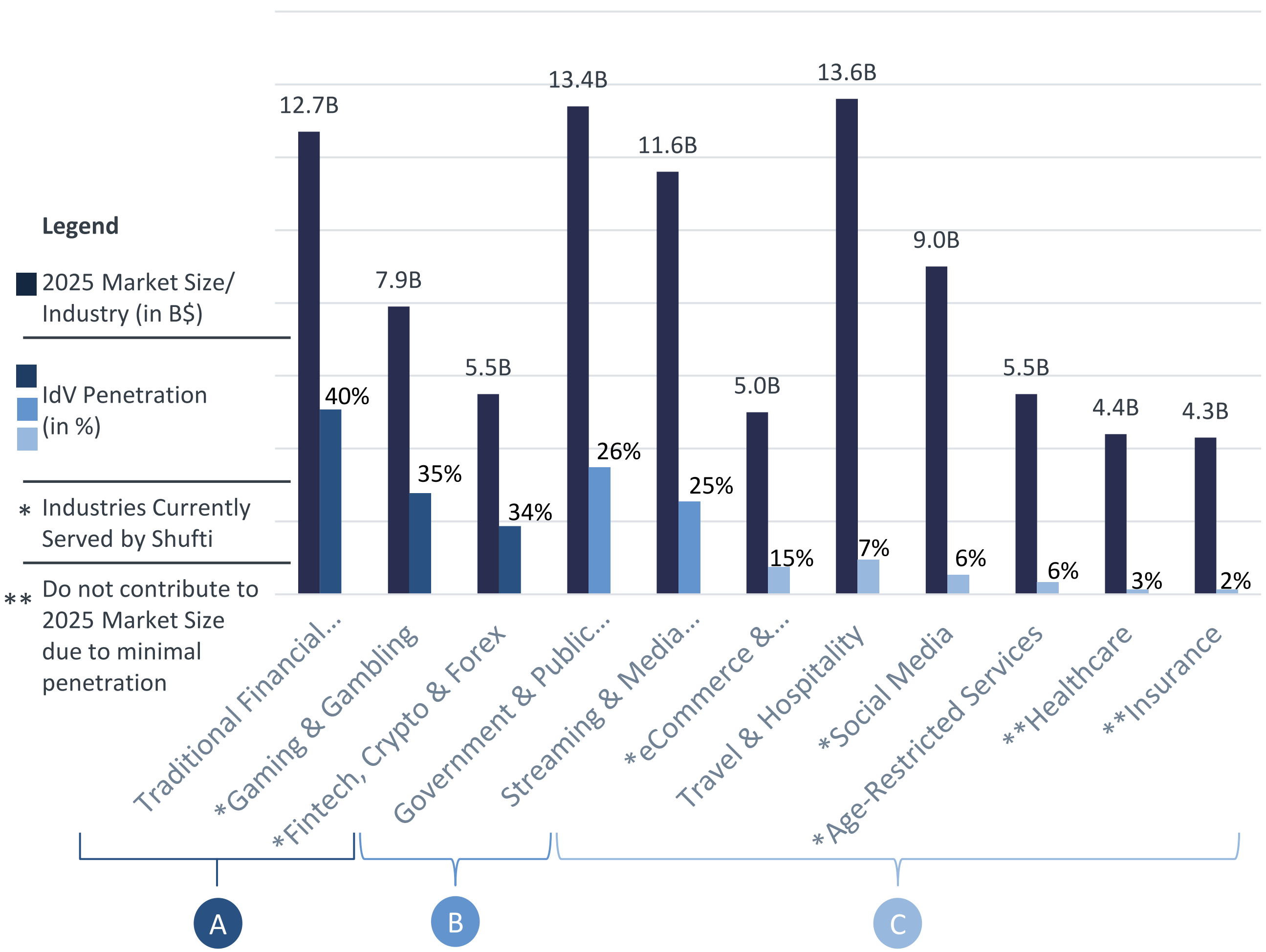
Some Industries Are Significantly Underserved by Typical IdV Vendors

Low Penetration and Early-Stage Adoption of IdV in Some Industries Indicates Strong Growth Potential

IdV Market Size by Industry and Penetration Level



A Industries In Focus

- > 30% penetration (does not include manual IdV solutions)
- Traditional financial services has non-automated incumbent solutions, but **increasing global user traffic** and **demand for all-digital flows** drives automated IdV growth
- Fintech, Crypto & Forex are new industries with no incumbent solution but high demand and compliance requirements

B Underserved Industries

- <30% penetration
- The government and public sector has non-automated incumbent solutions, but **increasing attacks** and **fraud loss** drives automated IdV growth
- Streaming & media services is typically served by CIAM solutions with location-restriction. **Age-restriction compliance**, strong and step-up **authentication**, and **fraud prevention** will drive use of IdV solutions

C Significantly Underserved Industries

- <10% penetration
- eCommerce & marketplaces, travel & hospitality, social media, age-restricted services, healthcare, and insurance has near zero IdV penetration
- Consumer-facing digital services typically have CIAM in place, but often no IdV to address **high fraud rates** or **compliance requirements** on age verification or border control.
- IdV is critical to enabling healthcare and insurance to deliver digital services

Shufti Serves Industries With High-Growth Potential

- Shufti actively serves Fintech, crypto & forex, gaming & gambling, eCommerce & marketplaces, social media, and age-restricted services
- Shufti specializes in fast-paced digital services with global user traffic solving commercial needs like onboarding, KYC compliance, and authentication

Increase in Number of IdV Usage and Cost of Fraud Outweighs Expected Price Changes

Solutions that Execute High-Quality Automated IdV to Address Growing Fraud Threats Will Experience Stable Prices

Expectation: Slight **price decrease of $0.10-$0.20** over the next five years for low assurance IdV, but stable to **slightly growing prices for high quality**/ assurance IdV.

	Technical & Competitive Factors	IdV Usage Impact	Price Impact
Technical Factors	**Increasingly Automated Solutions** Reduced dependency on human workforce	Increases	Lowers
Technical Factors	**Feature Normalization** Advanced capabilities are expected and included in standard deployments	N/A	Lowers
Competitive/ Market Factors	**Increased Attacks & Fraud Loss** Attacks are easier, cheaper, more frequent due to weaponization of GenAI. Impacts **high risk/ high value transactions** including step-up authN and **creates demand for high quality/high assurance IdV**	Increases	Increases
Competitive/ Market Factors	**Ubiquitous IdV Use** IdV is incorporated for **low risk/ low assurance use cases** like onboarding for non-regulated industries, authN. Price is lowered due to volume pricing	Increases	Lowers
Competitive/ Market Factors	**Ongoing Competition** Consolidation of mature solutions increases competition and lowers price	N/A	Lowers

Increased Attacks & Fraud Loss Require Higher Assurance

Attack Type	**Account Opening**	**Account Takeover**		
	Easier, cheaper, more frequent due to weaponization of GenAI			
Attack Vector	**Deepfakes** Digital document forgeries and human likeness/face swaps	**Synthetic IDs** Manipulation of authentic PII elements, compilation real elements, or generation of new fake identities	**Injection Attacks** Manipulated video or photo feeds using virtual cameras or network injection	**Standard Vectors Elevated by GenAI** Phishing, compromised credentials, physical document manipulation, 2D & 3D masks

Results in scalable attacks, if undetected can live long in organizations systems and cause reoccurring fraud loss.

Organizations will seek out high quality/assurance IdV to reduce fraud losses and scale fraud prevention. The **cost of fraud will outweigh the cost of higher quality services** and organizations will be willing to pay.

Price and Usage Increase for High Quality/Assurance IdV

Legend Increases Usage/ Price · Lowers Price

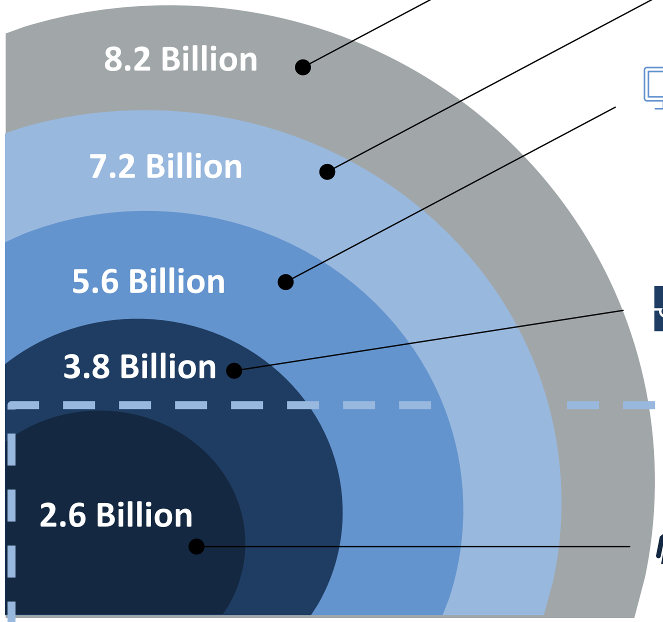
Portable Digital Identity Means Imminent IdV Market Growth

Paradigm Shift Requires IdV for 4.7B Credentials/ Year Beginning in 2027

Expectations

- Portable digital identity is a foundational identity (passport or national ID card) issued by a citizen's government, held by the user
- **IdV is required** as part of issuance and renewal process
- **Time-bound opportunity:** European roll-out in 2026 creates initial **spike in IdV consumption**, with **3-year regular renewal intervals**

Addressable Global Population of Portable Digital Identity



Global Population

- All individuals globally

Population with ID Document

- Individuals that are issued an identity document by their government

Digitally Equipped Population

- Subset of all Individuals that are digitally equipped
- 5.6 B individuals are internet users, 2.6 B individuals are digitally unconnected.

In reachable Countries

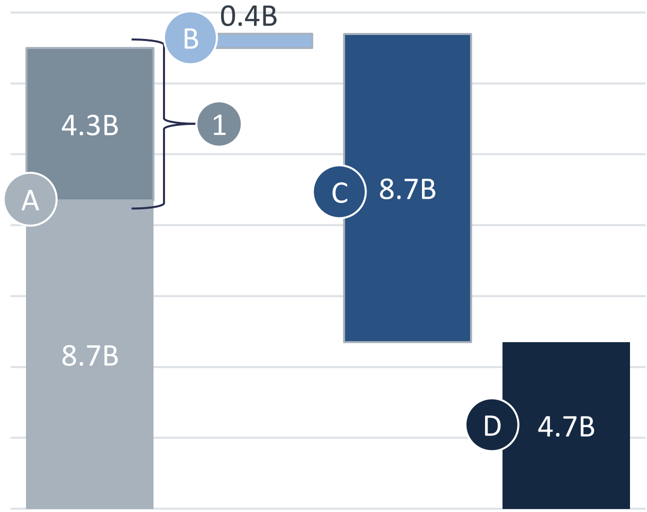
- Subset of digitally competent individuals in reachable countries
- Excluded Regions: Countries with tense diplomacy (e.g., Russia, North Korea), severe instability (e.g., DRC, Syria), or strong digital ID systems (e.g., India, Singapore). Adjusted internet user rate: ~80%

Addressable Population

- Digitally competent population (ages 15-80) in reachable countries
- Age exclusions: 1.2B individuals: 1.15B under 15 and 69M over 80 will not manage their own digital identity.
- New digital Identity issuance + recurring IdV

Sources:https://www.worldometers.info/world-population/, https://id4d.worldbank.org/guide/id4d-tools-and-research-topic, https://www.cia.gov/the-world-factbook/ , https://www.statista.com/statistics/325706/global-internet-user-penetration/

Total Credentials Issued & Renewed / Year



A Existing Digital Identity Credentials

- Estimated 2.6B individuals have 5 high quality digital identity credentials that require IdV for issuance and renewal
- 13B total credentials

1 Credentials Renewed/ Year

- Est. 3-year renewal cycle
- 4.3B credentials renewed/ year

B New Credentials Issued/ Year

- 2027-8 peak years of EUDI growth with 37% of EU population issued new identity credential = 168M
- 10% of remaining addressable global population = 260M

C Credentials Not Due for Renewal

- 8.7B credentials will require IdV for renewal in next 2 years

D Total Credentials Renewed & Issued/ Year

- 4.7B credentials requiring IdV/ year globally

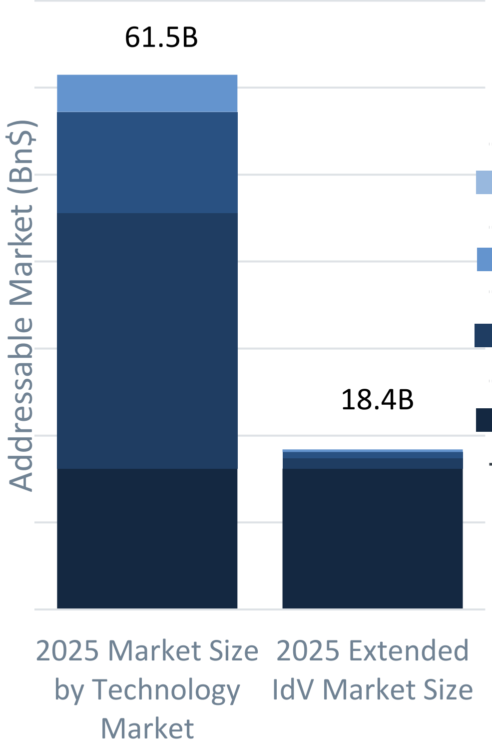
There are 143.6M Potential B2B Customers of Extended IdV Globally

Shufti Target B2B Customers Fall Under Multiple Subsegments

Extended IdV Breaks Into Related Markets

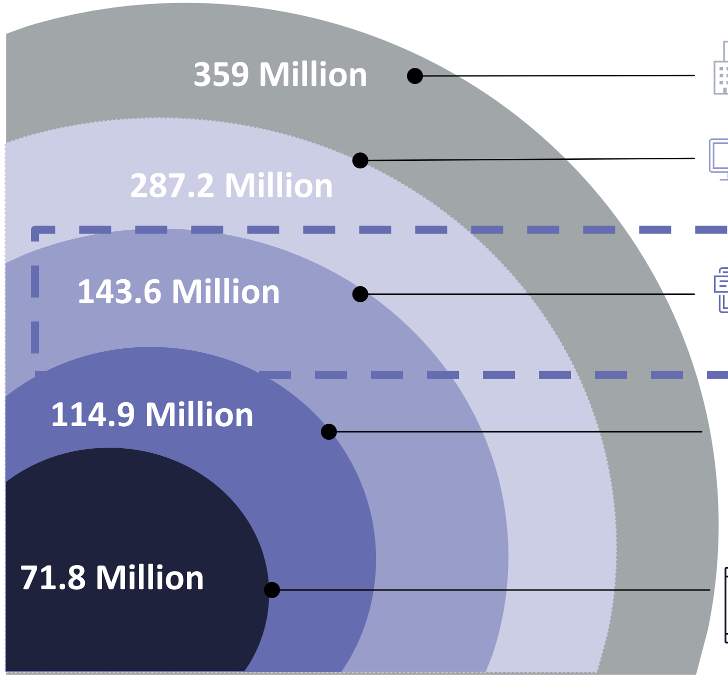
- **IdV capabilities overlap** with fraud reduction, eKYC/KYB, and passwordless authentication capabilities
- These technology markets **serve the same industries** in focus for Shufti
- IdV will not replace or directly compete in these markets, but **has won market share** proportional to early stage of IdV market
- Continued **growth is expected**

Extended IdV Market Size (B$)



Market	Market Size B$	Current IdV Crossover B$
Password-less AuthN	4.3	0.03
eKYC/KYB	11.6	0.7
Fraud Reduction	29.4	1.2B-2.5
Identity Verification	16.2	16.2

Potential B2B Customers Across Technology Markets



Total Companies
- All companies globally

Companies Requiring Software Services
- Approximately 80% of global companies have at least one software solution.

Companies Requiring Consumer AuthN
- Approximately 50% of total companies requiring software services globally are consumer-facing providing digital services requiring onboarding and authN

Companies Using IdV Services
- 30% of global companies using CIAM to fulfill or support onboarding, authN, and compliance needs using IdV + 71.8 million companies in regulated industries.

Companies Under Compliance Regulations
- Total companies obligated to conduct AML/KYC/KYB/age verification, approximately 20% of all global companies.

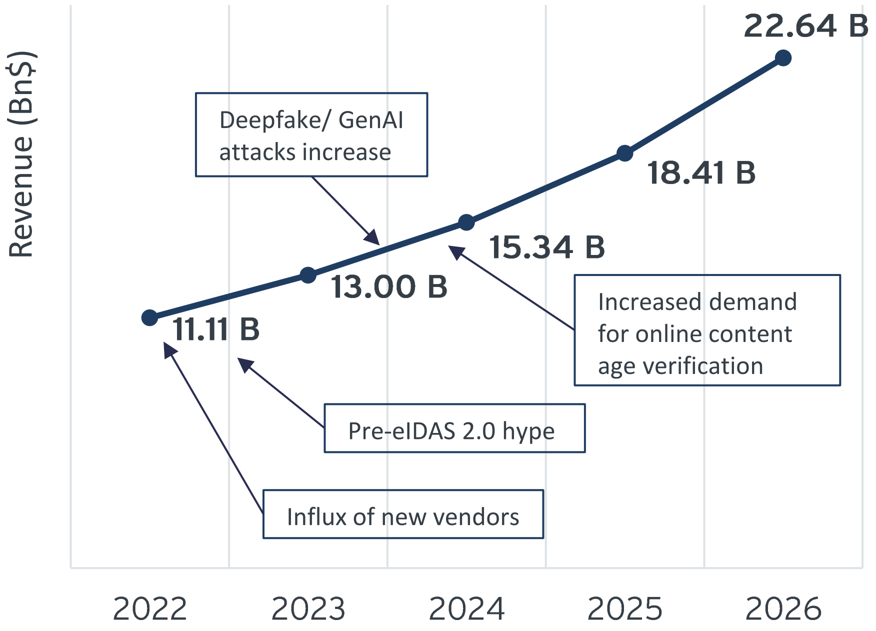
Sources:https://www.worldometers.info/world-population/, https://id4d.worldbank.org/guide/id4d-tools-and-research-topic, https://www.cia.gov/the-world-factbook/ , https://www.statista.com/statistics/325706/global-internet-user-penetration/

Performance, Fraud Prevention, and Compliance Drive Significant Growth Through 2026

Demand for Extended IdV Solutions Expected to Increase Exponentially

Growth Drivers		Implications
Performance	Frictionless UX	• Rise of remote, automated IdV • **More cost-effective and accurate** than manual/ hybrid competitors • Reduces user drop-off
Performance	Global User Traffic	• Multinational/ global customers onboard/ verify users from all geographies • Companies that have procured an IdV solution **quickly switch vendors** for higher accuracy • Companies **change or add IdV vendors** that prove higher accuracy in critical regions
Performance	Cost	• Low-cost solution paired with avoided fraud penalties and losses assures **high ROI for customers**
Fraud Prevention	Account Protection	• IdV has overlapping capabilities to secure accounts • Step-up authN, continuous user monitoring, account reset uses lead to **higher-volume transaction revenue** • Combine with passkeys, behavioral biometrics, and KBA for additional authenticators
Fraud Prevention	Fraud Increase	• **Account opening fraud and deepfake fraud** are more affordable, prolific, and effective • **Acceleration in attacks will be matched by fraud prevention investments** by organizations • Low-cost solution paired with avoided fraud penalties and losses assures **high ROI for customers**
Compliance	Age Verification	• **Pressure from court cases and legislation** like US KOSPA/COPPA, KOSA, FDA age-restricted sales, California's AADC, EU's DSA, France age verification, UK OSA • Stringent enforcement of age verification for **online platforms, streaming, and age-restricted goods** • Automated **solutions adopted in physical environments** for car/equipment rental, etc.
Compliance	mDL	• Technical standard ISO/IEC 18013-7 published Oct 7, 2024 • First launch of US mDL in 2018, with **mDL currently available in 15 states** and development of mDL programs in 11 others • **75% of US residents** live where mDLs are available or being developed
Compliance	eIDAS 2.0	• Publication of eIDAS 2.0 in 2024, **enters into full force in 2026** • Development of and hype around EUDI wallets in Europe through large-scale pilots (2023-2026) and launch of private solutions
Compliance	PSD3	• Anticipated to take effect in late 2025 or early 2026, PSD3 will introduce updated regulations for **electronic/digital payment and financial services** in the EU.

Extended IdV Market Size 2022-26



CAGR: 19.48%

Methodology

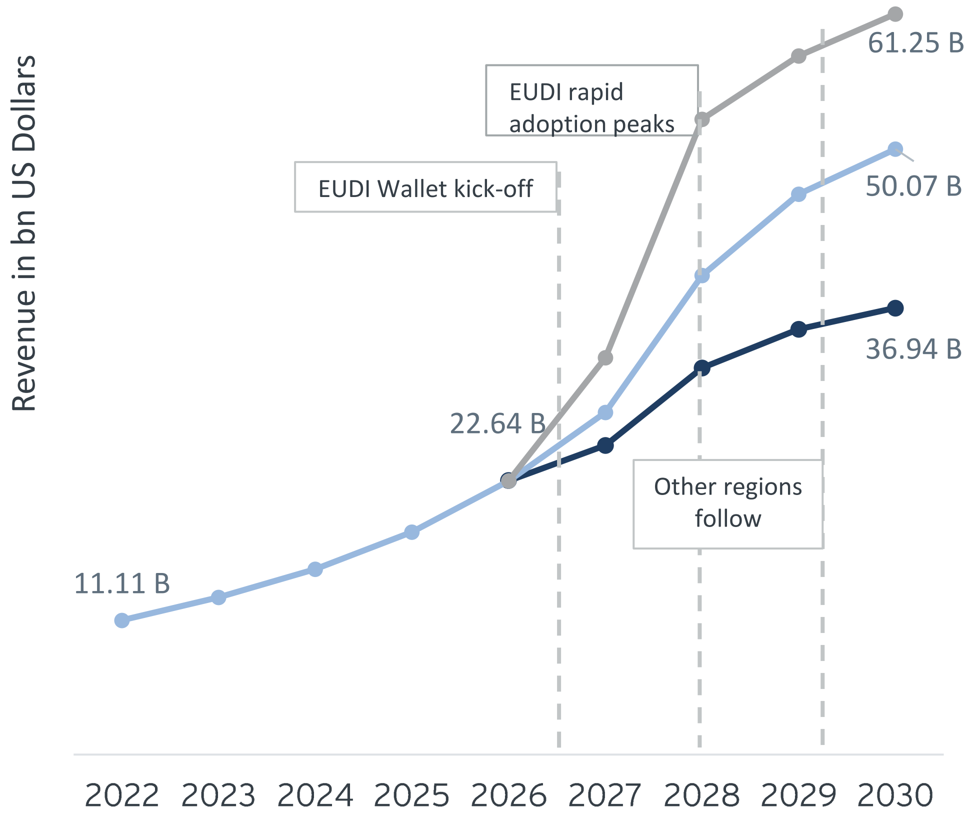
Global market size and CAGR calculated using:

- Reported revenue from identity verification vendors in 2022-2024
- Data from public sources
- Market research and analysis from KuppingerCole Analysts

IdV Market Size Grows in All Scenarios

Short-Term Peak Followed by Steady Growth

Market Size Identity Verification 2022 to 2030



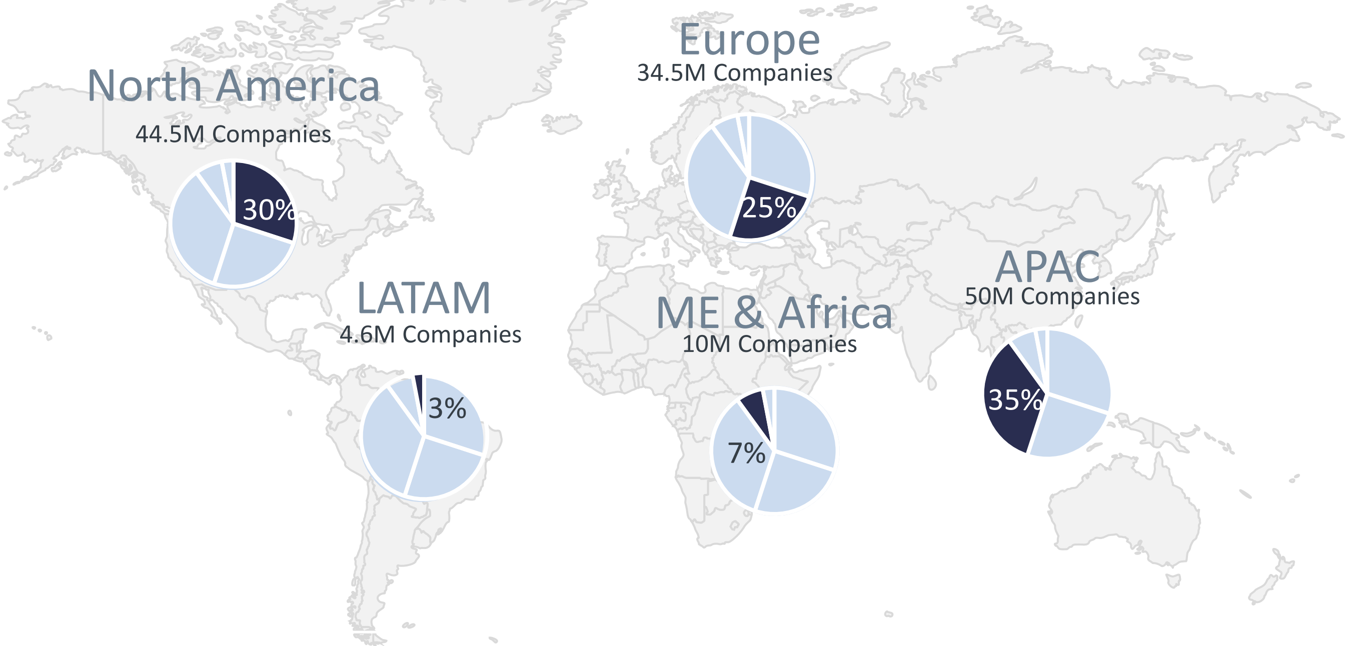
CAGR in Expected Case: 20.70%

Scenarios		Expectations
Best Case	Compliance	• **Quick EUDI adoption** • Est. **164.4M individuals** use IdV to issue/onboard by 2028 • **34.5M consumer-facing companies** in Europe may participate
		• **Quick mDL roll-out** • Available in **40-50 states** and territories by 2028 • **44.4M consumer-facing companies** in NA may participate
		• **Widespread age verification and KYC/AML** usage • Driven by **process optimization** and **compliance** for digital services and in physical/hybrid use
	Fraud Prevention	• **Widespread** use of IdV and extended capabilities for account protection and fraud reduction • Rise of **new deepfake detection market**
	New Business	• **Proactive participation** of new industries in portable digital identity paradigm shift • Insurance, Mobility, Education, Public Services, age verification, etc. • Paradigm shift driven by organizational cost-savings, improved UX, fraud reduction
Expected Case	Compliance	• **Measured EUDI adoption** • Est. **78.8M individuals** use IdV to issue/onboard by 2028
		• **Scattered mDL roll-out**, hindered by uncoordinated state programs
		• **Measured KYC/AML age verification** adoption driven by compliance penalties
	Fraud Prevention	• **Widespread and proactive** use of IdV to support account protection and fraud reduction • Deepfake detection market still emerging
	New Business	• **Active participation** of new industries for new IdV/ portable digital identity use cases grow • **Single-use IdV remains strong** as companies choose to keep traffic in own app
Worst Case	Compliance	• **Early plateau for EUDI adoption** • Est. **44.8M individuals** use IdV to issue/onboard by 2028 • Growth slowed by lagging regulation and cross-border interoperability challenges
		• **Delayed mDL roll-out**, hindered by privacy concerns and uncoordinated state programs
		• Measured KYC/AML usage • Age verification services consumed **when necessary**
	Fraud Prevention	• IdV adoption for account protection is measured and only **when necessary**
	New Business	• **Single-use IdV fills void** for plateaued EUDI/portable digital identity adoption • Adoption of portable digital identity is driven by public services compliance

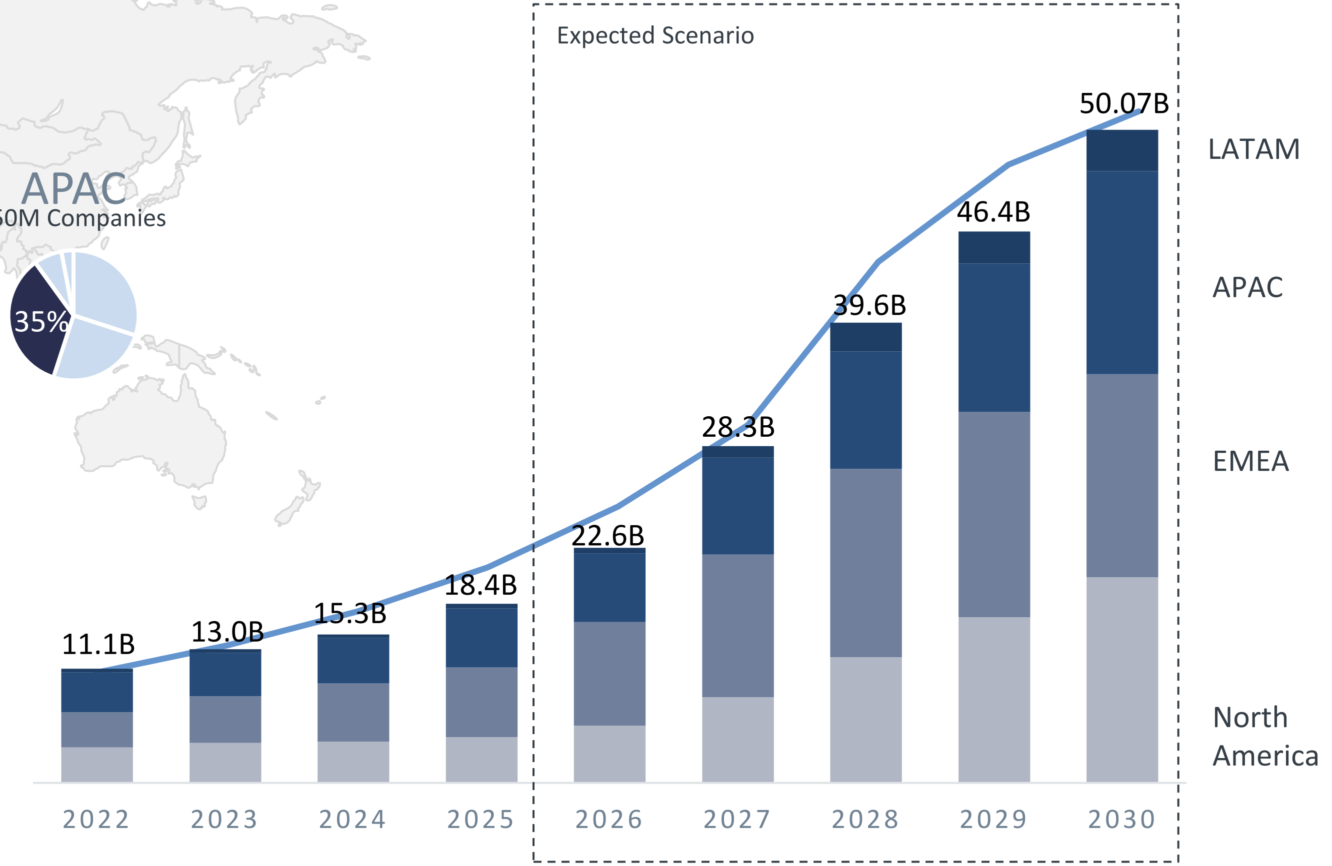
2026-28 Extended IdV Market Share Led by EMEA, Then Overtaken by North America and APAC

Other Regions Led by North America Increase Momentum in 2028

2025 Global Market Share



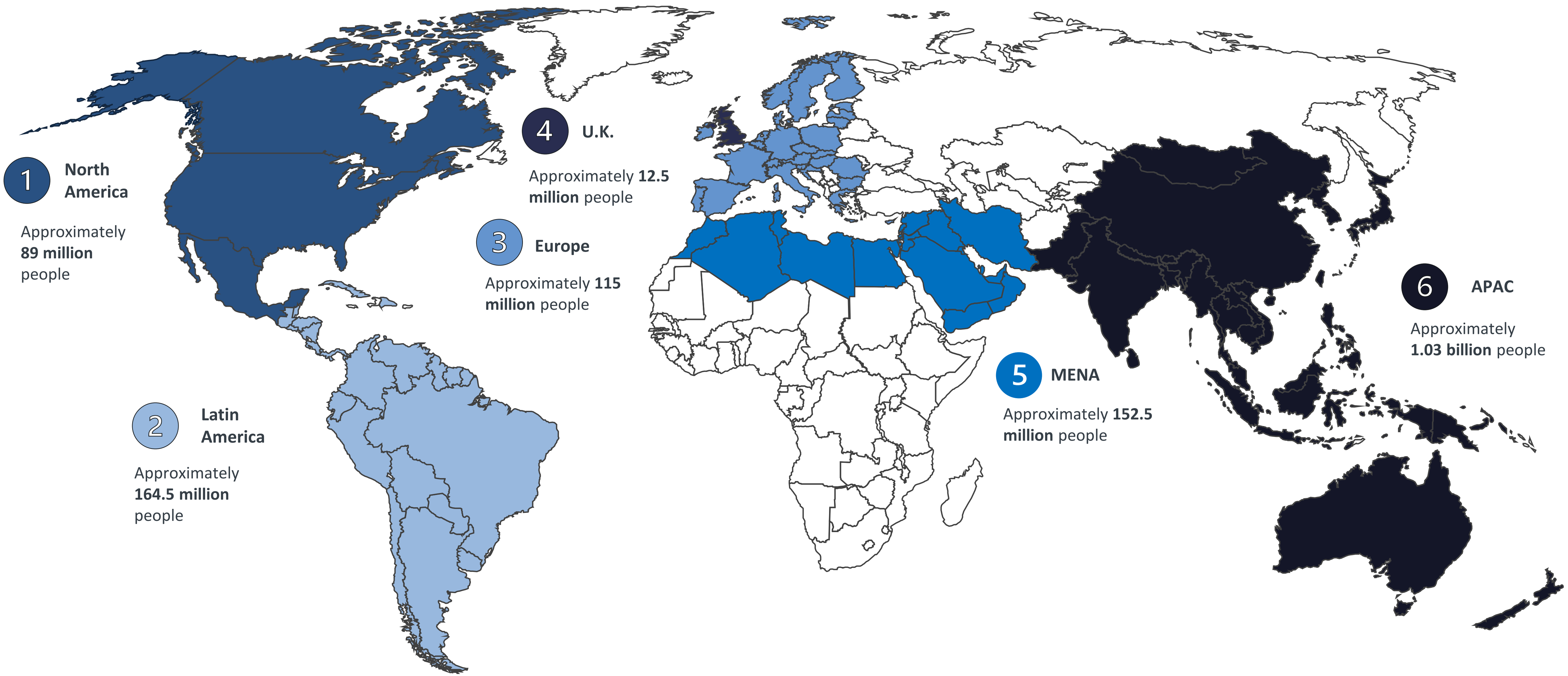
Global Market Growth by Region



Geographic Split Assumptions
Forecast based on expected scenario: 50.07 B$ market value by 2030
Extended IdV Market has potential to serve 143.6 M companies globally
143M potential B2B customers is split by region based on: • Digital advances/ region • Proportion of companies/ region • Proportion of Fortune 500 companies/ region

Estimated Population Under 16 Across Regions

Shufti Positioned to Serve Over 1.5 Billion Youths Affected by Evolving Age Laws



Data source: UN, World Population Prospects (2024)

Regulations Impacting Digital Identity Verification Across Regions

Understanding Regional Compliance Requirements to Enhance Digital Identity Strategies

	Regulation	Regulatory Focus	Affected Industries	Legal Penalties
North America	**U.S. COPPA April 2000**	Parental consent before collecting children's data	Digital Services accessed by children	Up to $43,280 per violation
North America	**U.S. National Drinking Age & PACT Act 1984, amended March 2021**	Alcohol/tobacco sale	E-Commerce of alcohol & tobacco products	PACT Act: Civil/criminal penalties (ATF/FDA)
North America	**Social Media Regulation Act SB152 (Utah), March 2024**	Age verification & parental consent	Social media	Statutory fines, injunctive relief, deceptive practice liability
North America	**Virtual Verification Requirements (Ontario, Canada) 2024**	Virtual ID checks to authenticate government-issued photo IDs	Digital Services accessed by lawyers	It varies, depending on the specific jurisdiction and the severity of the breach
LATAM	**LGPD + Child Statute (Brazil) Sep' 2020; July' 1990**	Data privacy and protection requirements	Social media, digital services	Up to R$50M; juvenile sanctions
LATAM	**FinTech Law (Mexico) 2018**	Improving KYC processes and compliance	Digital services	It varies, depending on the penalty
Europe	**GDPR Art. 8 + AVMSD May' 2018, Dec' 2007**	Parental consent for 13–16; AV for harmful content	Social media, streaming, gaming	Up to €20M or 4% of global turnover
Europe	**Implementing Regulation (EU) 2024/2977**	Personal identification data and electronic attestations of attributes issued to wallets	Digital Services	Penalties are governed by Regulation (EU) No 910/2014 and national laws
UK	**Online Safety Act phased implementation July 2025**	Age Verification for harmful content	Social media, adult content	Up to £18M or 10% of global turnover
MENA	**Cybercrime Law + TDRA (UAE) 2012, pending TDRA implementation**	Identify user specific non-/restricted content	Online platforms, retail	Service suspension; content filtering; fines
APAC	**DPDP Act (India) Phased implementation from 2024**	Age verification & parental consent	Digital Services	Up to ₹250 crore (~$30M USD)
APAC	**Youth Protection Act (South Korea) Revised 2008'**	Real-name & age verification	Streaming, adult content	Up to 3 yrs prison or ₩30M (~$23,000 USD)
APAC	**Gaming Regulations (China) August 2021'**	Verification to restrict gaming time	Online gaming, Digital Service	Platform bans, gov't takedowns

Timeline of Recent and Upcoming EU Regulations

Investment and Participation from Public Sector, Startups, and Big Tech Signal Confidence

Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4

Council Presidency

Belgium **2024** Hungary | Poland **2025** Denmark | Cyprus **2026** Ireland | **2027**

Legislative Process

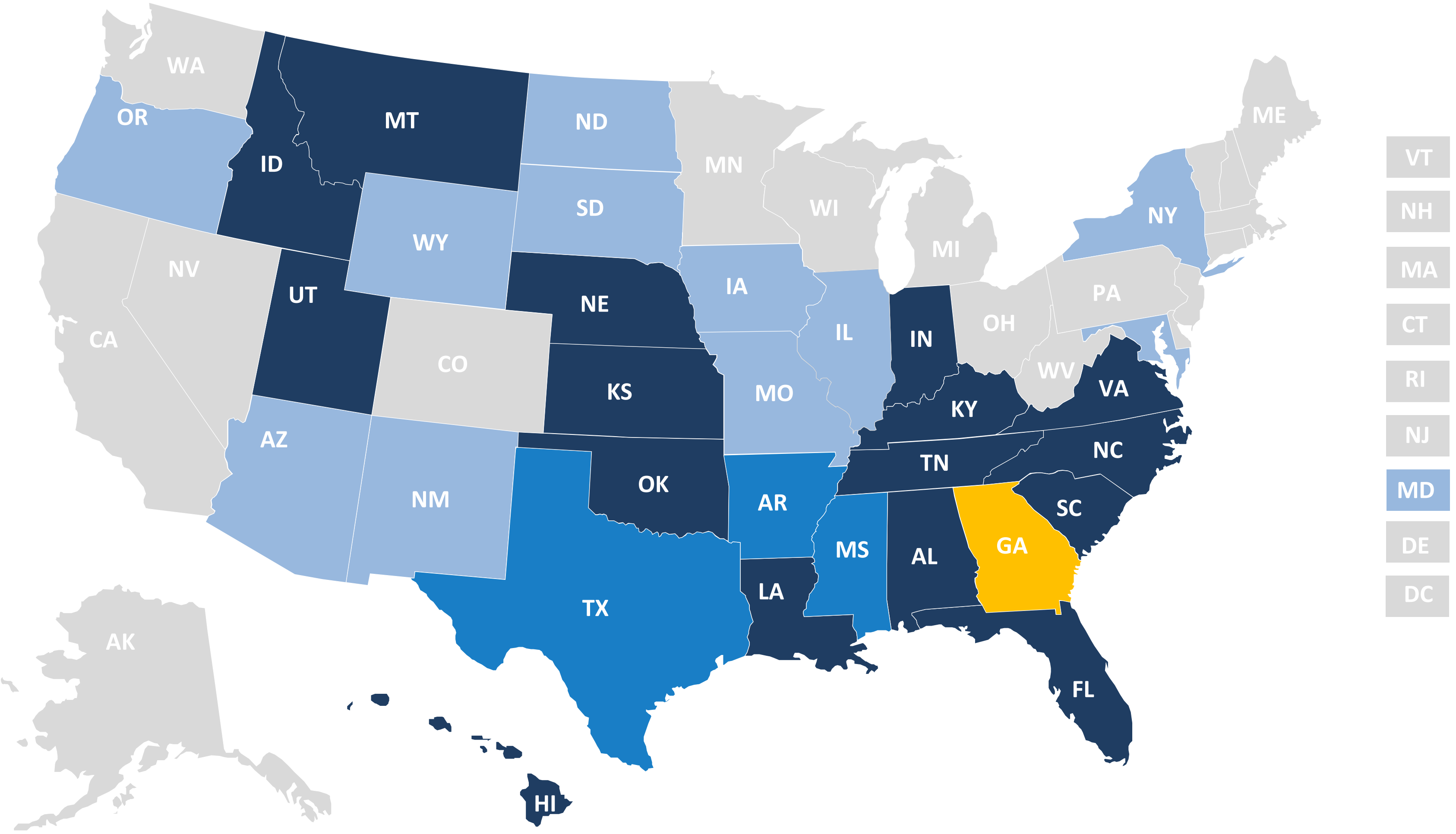
- eIDAS 2.0 comes into force
- Transition period for QTSPs under eIDASv1 regulation ends
- Mandatory acceptance by businesses requiring SCA

- **Feb 24** – EU Parliament Approved eIDAS 2.0
- **March 24** – Publication of eIDAS 2.0
- **May 24** – eIDAS 2.0 comes into force
- **Nov 24 - May 25** – Implementing Acts are set for adoption
- **Feb 25** – Interoperability testing event for digital identity wallets
- **Sep 25** – Large Scale Pilots – POTENTIAL Testing and Feedback phases should be concluded.
- **May 26** – Transition period for QTSPs under eIDASv1 regulation ends
- **Dec 26** – Member States shall provide an EUDI Wallet based on common specifications.
- **April 27** – Mandatory acceptance by businesses requiring SCA

Disclaimer: This overview is not an official one from neither the European Commission, nor the Council of the European Union or the European Parliament. It is an going attempt to track what's expected to be going on based on a compilation from various sources.

Increasingly Widespread Age Verification Laws Add Compliance Pressure

More Digital Services are Obligated to Restrict Access for Minors Across U.S. States, Require Age Verification



Status of Age Verification Laws

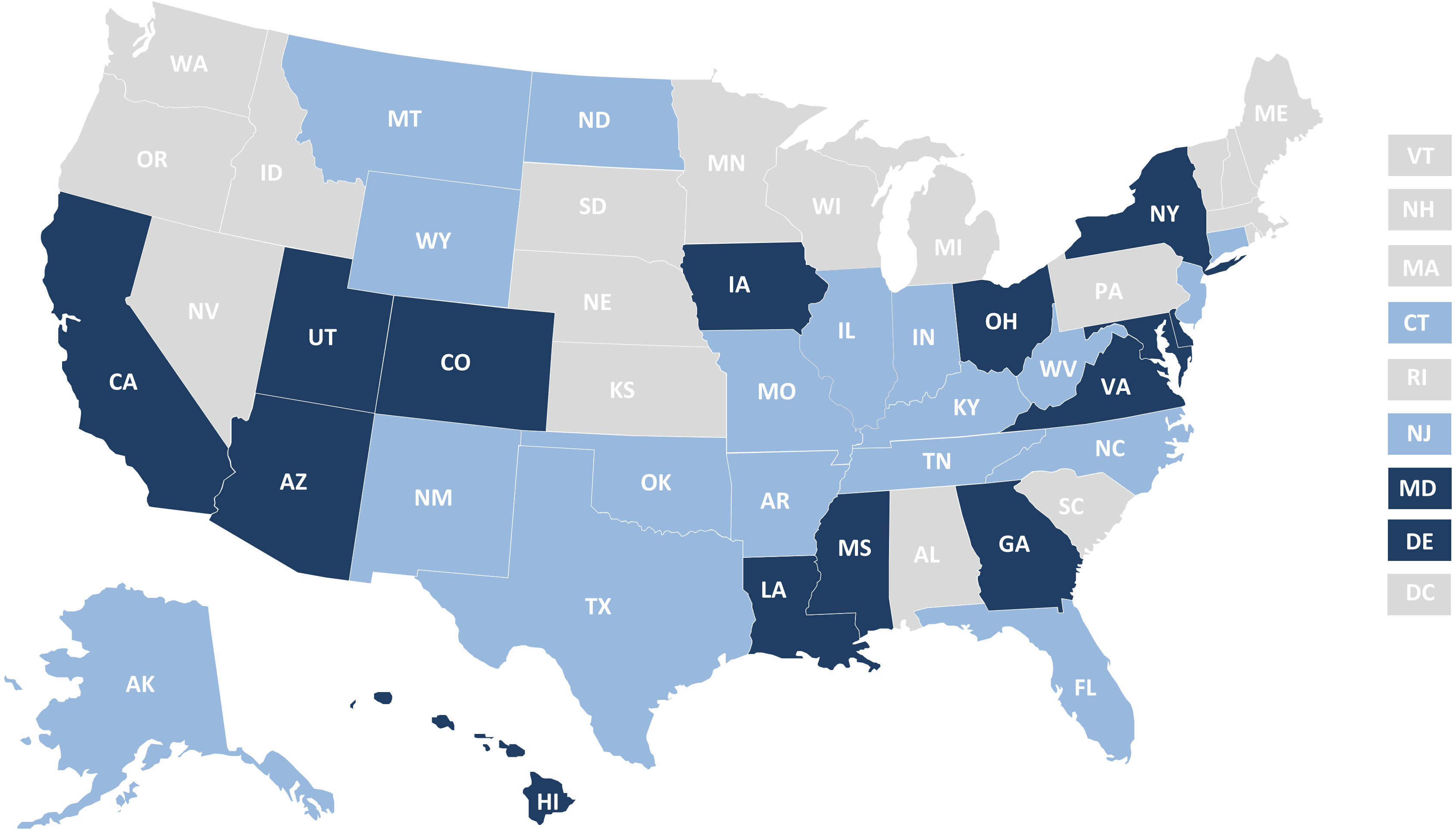
- **Age verification law in effect**
- **Age verification bill proposed in 2025**
- **Age verification law blocked by courts**
- **Age verification law yet to go in effect**
- **No age verification law yet**

Key Takeaways

- There are **45 million individuals under 18** in states where age verification laws could impact access to digital services.
- COPPA Rule amendments (2025) **strengthen privacy protections for minors**, increasing compliance requirements for platforms and expanding the need for scalable age verification solutions.
- Supreme Court examination of Texas age verification laws (2025) could set a **national precedent**, shaping online access laws and digital ID verification.

mDL Roll-Out Offers Potential for Portable Digital Identity in the US

The Current State of (Mobile Driver's License) mDL Adoption Shows Scattered But Positive Development



Status of mDLs Across States

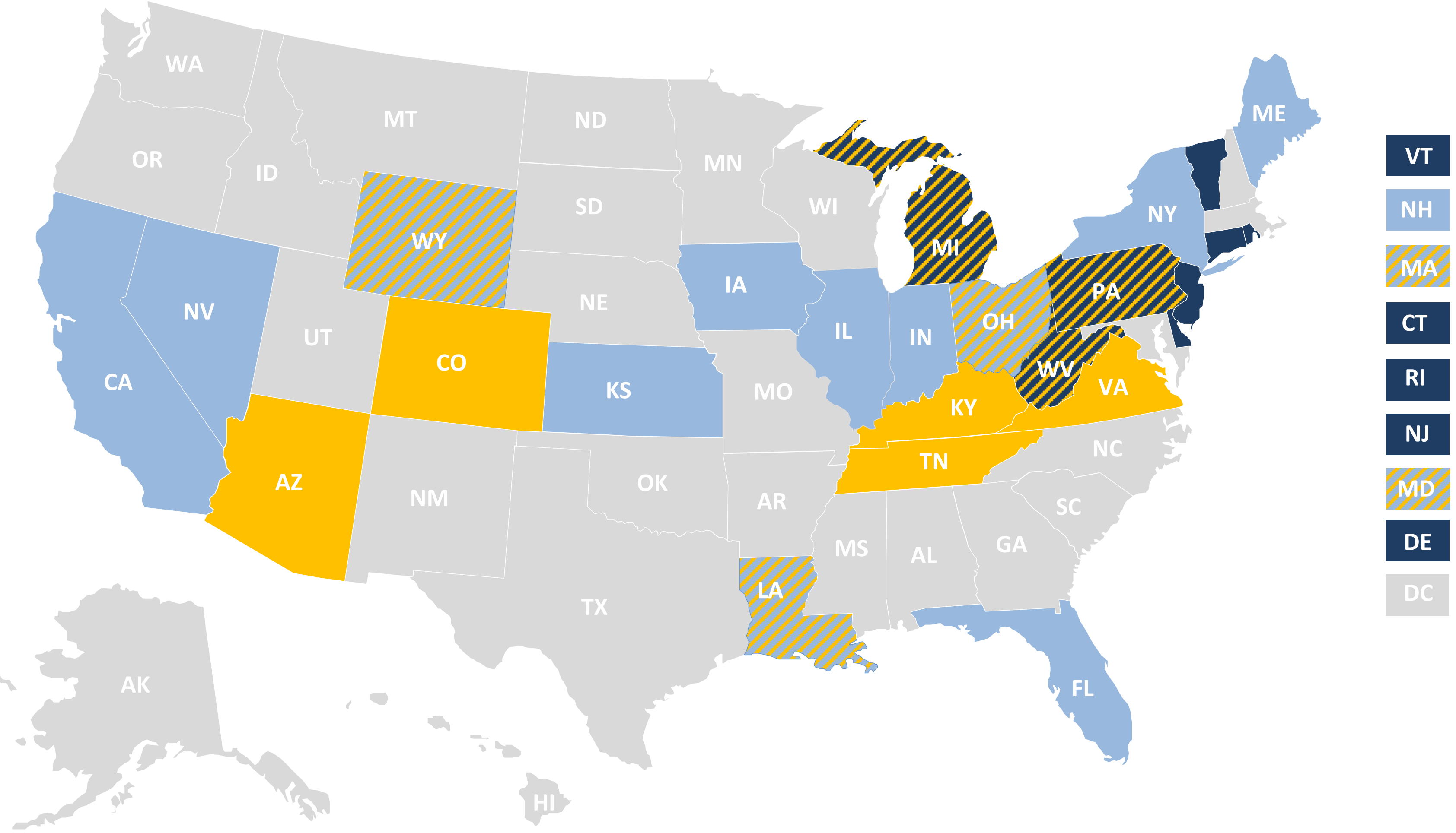
- **Active mDLs**
- **mDLs in progress**
- **No mDL in progress**

Key Takeaways

- The estimated **number of individuals aged 15** and above in 2025 is approximately **195 million** across states with active mDLs or those in progress.
- Ensuring **integration** across states, protecting user **privacy** and data, and gaining widespread industry **acceptance** remain key hurdles.
- Advances in digital identity solutions and regulatory support are expected to **accelerate the adoption of mDL and expand the use cases beyond ID.**

States with Legal Online Gambling are a Growing Market for IdV

Expanding iGaming Markets Create New Opportunities for Identity Verification and Compliance Solutions



Status of mDLs Across States

- **iGaming is legal**
- **Considering legislation to legalize iGaming**
- **Shufti's State Licenses**
- **No active iGaming legislation**

Key Takeaways

- **Over 147 million adults (18+)** reside in states with active or evolving digital and regulatory iGaming frameworks—highlighting a significant addressable market for identity and age verification solutions.
- Shufti's **existing state licenses position it for growth** as evolving iGaming regulations open doors for expanded services and faster market entry.

Agenda

Despite Crowded Market, Shufti Differentiates in Performance, Own Technology, and Global Coverage

Shufti Positioning Enables Customers to Upgrade from Direct Competitors and Win Against Local Heroes

Shufti **stands out in a competitive market** with no clear dominant leader, both **against direct competitors and regional providers.**

Large customers typically use **3-7 IdV vendors** for global coverage and redundancy.

Key Differentiators:
- Strong own intellectual property
- Global coverage
- Ability to serve both mainstream and hard-to-verify regions

Strategic Advantages:
- In-house innovation
- Full compliance features
- Excellent service and support

Competitive Landscape Assessment

		Competitive Landscape Assessment	Shufti's Position	
Competitor Positioning	Offering	• Partial automation with dependency on manual verification • Low coverage of languages and document library • Low coverage of **extended IdV capabilities** • Few competitors deliver solution without partners	✓	Global coverage; high automation with flexible cost structure
Competitor Positioning	Geography	• Split between direct competitors and local heroes • Direct competitors serve multinational companies with **global user traffic** • Local heroes have expertise in verifying a local/regional population	✓	First-mover advantage in extended IdV capabilities
Competitor Positioning	Vertical	• Direct competitors target **similar verticals as Shufti** • Additionally serve traditional financial sector, travel/ mobility, government & public sector, education, health care	–	Opportunity to outperform competitors by serving wider range of industries with extended IdV capabilities and added certifications
Shufti Differentiation	Technology	• Own IP, including leading LLMs and AI models • Excels in **difficult-to-verify regions** • Continuing to develop new capabilities in-house	✓	Flexible and responsive to new document types
Shufti Differentiation	Product Features	• Transliteration service • **On/ off-site processing** and deployment within **third-party secure cloud** for more direct control by customers • **Full KYC/AML compliance package** • Reusable verified id/authentication product	✓	Approaches full-service instead of point-solution
Shufti Differentiation	Operational Capabilities	• Orchestration "Journey Builder" • **Flexible resourceing enables quick customization and deployment** • **Excellent service/ response time**	✓	High customer satisfaction

Legend ✓ Strong Position – Opportunity to Grow

Shufti is Top Competitor Serving Global End-Users

Shufti Uses Own Technology Without Using Partnership/Orchestration to Deliver Capabilities

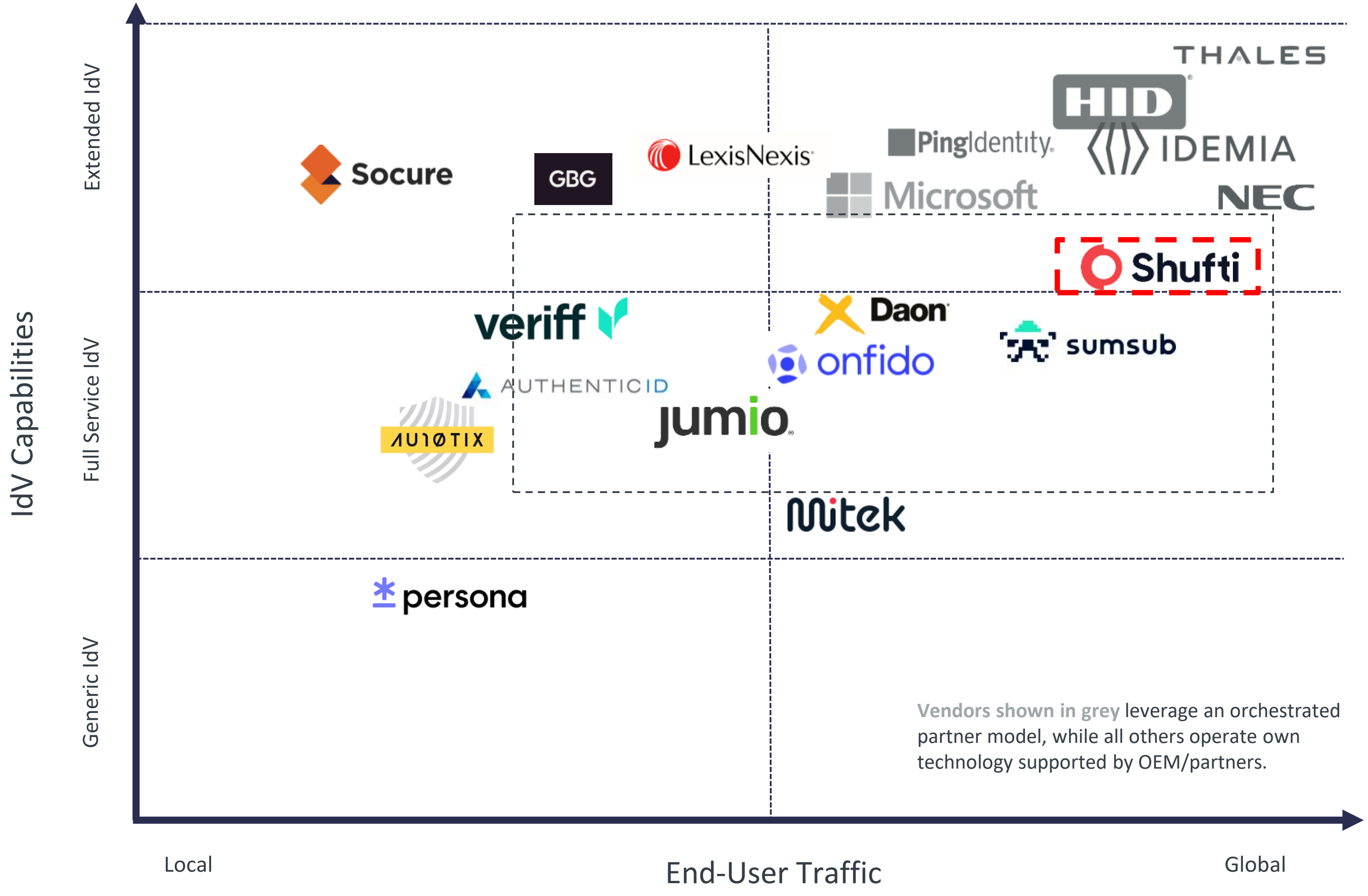
DIRECT COMPETITORS VS. LOCAL HEROES
- Direct competitors serve **relatively global end-users**
- Have similar **product offering**
- serving similar **industries/customers**
- Local heroes (following slide) are **direct competitors by region**

SHUFTI'S POSITION
- Shufti serves most **global end-users**
- Shufti is **top-performer using own technology** instead of extending capabilities with partners
- Shufti leads **in Extended IdV capabilities**
- Shufti wins against local heroes to deliver global coverage

OWN TECHNOLOGY APPROACH
- **Bottom-up** market entrance by developing core own IP
- Competitors often **OEM/ partner** to quickly extend own capabilities, but **lose flexibility**
- Shufti is **leader using own tech**

ORCHESTRATED PARTNER APPROACH
- **Top-down** entrance to market by orchestrating many IdV components
- Achieve well-rounded solution but **lack own IP and responsiveness**

***Own technology** means the company builds and controls its own identity verification tools; **orchestrated technology** means it integrates third-party solutions into a single platform.



Shufti Directly Competes Against Local Heroes in Each Region

Local Heroes Typically Excel in Verifying Local IDs and Integrating with Local Governments and Services

Winning Against Local Heroes

Shufti can win customers that expand their presence to serve end-users outside their local region.

1 MENA

FaceKI | SmileID | uqudo | XAYONE| YesID

2 APAC

Element | HyperVerge | ScreenlyyID |Toppan iDGate | Veri5Digital | Verihubs

3 LATAM

Incode/Metamap | VU Security

4 Western Europe

cidaas | Nect | IDenfy | IDnow| itsme | PXL Vision |ShareID | WebID | Veridas | Verimi

5 North America

ID.me | IDVerse | Persona | Transmit Security | Trulioo | Veratad

6 Nordics

BankID | Digidentity | Signicat |Inverid

7 United Kingdom

Identomat | Ondato | OneID |TrustID| Yoti

Technology Assessment Shows Shufti as Consistent Top Performer

Shufti Outperforms in Document & Biometric Verification, Full-Service & Extended Capabilities

Vendors x Technical Capabilities	Shufti	AuthenticID	Daon	Jumio	Onfido	Sumsub	Veriff
Document Verification	95	40	70	40	60	90	60
Biometric Verification	91	80	72	38	76	75	72
Full Service IdV Score	90	53	85	80	65	77	77
Extended IdV Score	40	0	25	0	0	15	15
Total Score	79	46	63	40	50	65	56

Legend Good Maturity (>=70 %) Medium Maturity (69%-40 %) Low Maturity (<=39%)

Source: KuppingerCole proprietary data

Shufti's shows **advantage in core IdV capabilities**

Core Strengths

- Leads in document and biometric verification
- Achieves consistently top scores across core IdV capabilities

Service Differentiation

- Offers a full-service solution, unlike many competitors
- Demonstrates strong technical maturity and reliability

Future-Readiness

- Head start in extended IdV
- Well-positioned as a scalable, future-ready provider for regulated markets

Detailed Assessment of Technical Capabilities Shows Comprehensive Solution by Shufti

Shufti Surpasses Direct Global Competitors on Technical Capabilities

	Technical Capabilities	Shufti	AuthenticID	Daon	Jumio	Onfido	Sumsub	Veriff
Generic IdV	**Document Verification Score**	.95	.40	.70*	.40*	.60*	.90*	.60
	Languages Supported	1	.20	.60	.30	.30	.80	.30
	Document Library	.90	.60	.80	.50	.30	1	.90
	Biometric Verification Score	.91	.80	.72*	.38*	.76*	.75	.72
	2D & 3D Liveness Detection	1	.80	.50	.60	.60	.80	.60
	Active & Passive Liveness Detection	1	.70	.90	.50	.80	1	.50
	PAD 1 & 2 Certification	.85	1	1	.50	1	.50	1
	Verification Speed	.80	.70	.50	.40	.70	.70	.80
Full Service IdV	**Full Service IdV Score**	.90	.53	.85	.80	.65	.78	.77
	Data Enrichment (AAMVA, ICAO, …)	.80	.30*	.80	.50	.70	.80	.70*
	Age Verification	1	.60	.80	1	.60	.80	.60
	KYC/ KYB Compliance	.90	.20	.80	.70	.80*	.80*	.80
	Authentication/ Reusable Identity	.90	1	1	1	.50	.70	1
Extended IdV	**Extended IdV Score**	.40	.10	.25	0	0	.15	.15
	Behavioral Biometrics	.50	0	0	0	0	.30	.30
	Portable Identity	.30	.20*	.50*	0	0	0	0
	Total Score	.79	.46	.63	.40	.50	.65	.56
	Partners Used	Own IP	1Kosmos, Credivera	Regula, iProov, MATTR, Dock Labs	iProov	Document verification, iProv, Namirial, SecureKey	Resistant.ai, Comply Advantage, Inverid, AML Watcher	IDMerit

Legend Good Maturity (>=70 %) Medium Maturity (69%-40 %) Low Maturity (<=39%) * Partner Technology Used

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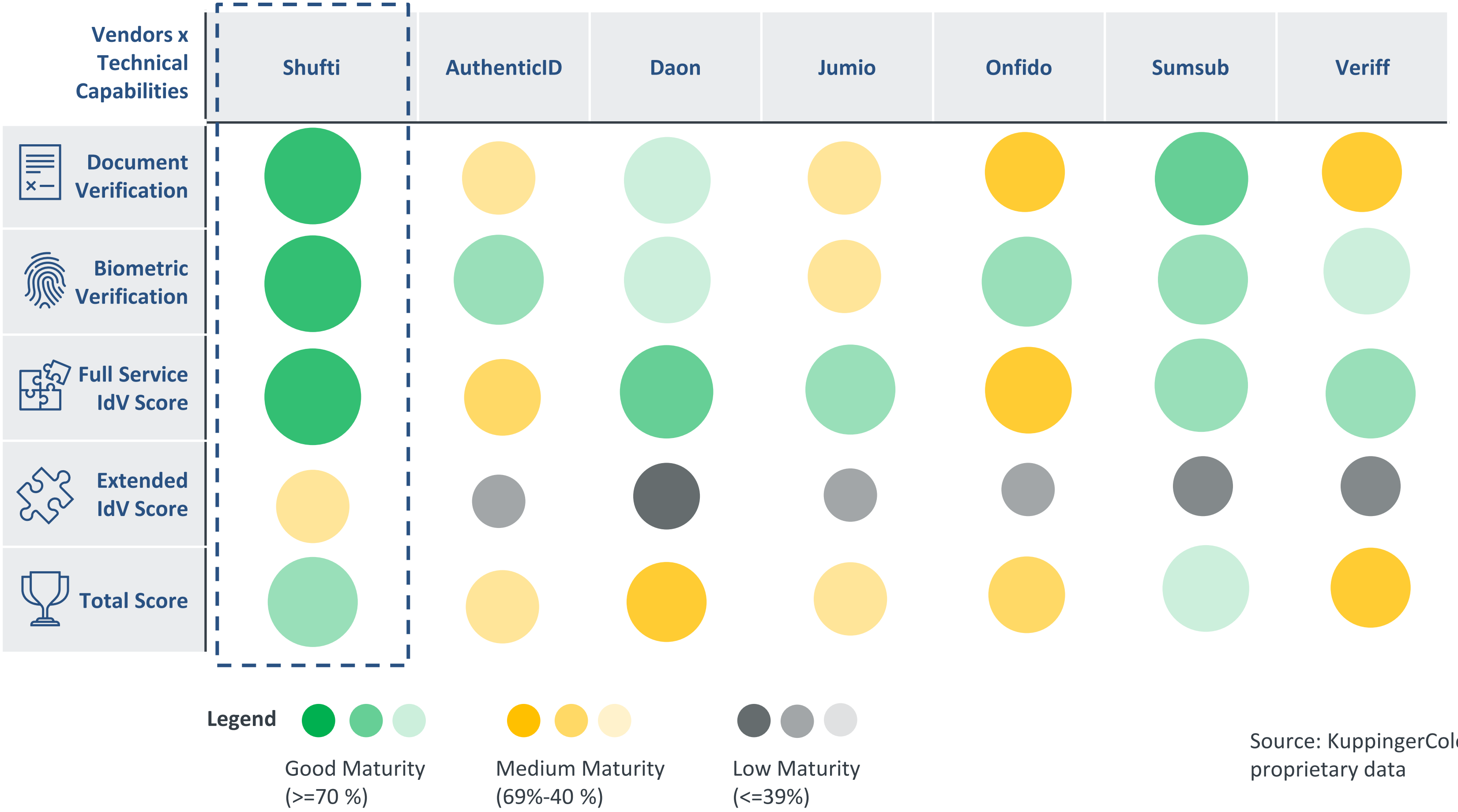

Source: KuppingerCole proprietary data

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	Technical Capabilities	Shufti	AuthenticID	Daon	Jumio	Onfido	Sumsub	Veriff
Generic IdV	**Document Verification Score**	Good Maturity	Medium Maturity	Good Maturity*	Medium Maturity*	Medium Maturity*	Good Maturity*	Medium Maturity
	Languages Supported							
	Document Library							
	Biometric Verification Score	Good Maturity	Good Maturity	Good Maturity*	Medium Maturity	Good Maturity*	Good Maturity	Good Maturity
	2D & 3D Liveness Detection							
	Active & Passive Liveness Detection							
	PAD 1 & 2 Certification							
	Verification Speed							
Full Service IdV	**Full Service IdV Score**	Good Maturity	Medium Maturity*	Good Maturity	Good Maturity*	Medium Maturity*	Good Maturity*	Good Maturity*
	Data Enrichment (AAMVA, ICAO, …)							
	Age Verification							
	KYC/ KYB Compliance							
	Authentication/ Reusable Identity							
Extended IdV	**Extended IdV Score**	Medium Maturity	Low Maturity*	Low Maturity*	Low Maturity	Low Maturity	Low Maturity	Low Maturity
	Behavioral Biometrics							
	Portable Identity							
	Total Score	Good Maturity	Medium Maturity	Good Maturity	Medium Maturity	Medium Maturity	Good Maturity	Medium Maturity

Legend

Good Maturity (>=70 %)

Medium Maturity (69%-40 %)

Low Maturity (<=39%)

* Partner Technology Used

Competitors Often Rely on Partners to Deliver Complete Offerings

Core Technology is Often from Other Parties, Packaged as Competitor Technology

Technical Capabilities	Shufti	AuthenticID	Daon	Jumio	Onfido	Sumsub	Veriff
Partner Ecosystem Summary	Own IP	Own + Partner 1Kosmos, Credivera	Own + Partner Regula, iProov, MATTR, Dock Labs	Own + Partner iProov	Own + Partner iProov, Namirial, SecureKey	Own + Partner Inverid, Comply Advantage, AML Watcher	Own + Partner ID Merit
OCR for Document Verification	✓		Regula + Own IP	Partner + Own IP	Partner + Own IP		
Document Forensics	✓					Inverid (NFC) + Resistant.ai	
Biometric Verification	✓		iProov + Own IP	iProov + Own IP	iProov + Own IP		
Data Enrichment	✓	Credivera + Own IP					IDMerit
KYC/ KYB Compliance	✓				Namirial	Comply Advantage, AML Watcher	
Reusable Identity/ Authentication	✓				SecureKey		
Portable Identity	✓ Currently low maturity, but on roadmap	1Kosmos Credivera	MATTR, Dock Labs				

Shufti Delivers Highest Functionality Without Relying on Partners

Most Direct Competitors Rely On Partners to Deliver Complete Solution, but Still Fall Short

	Vendor x Product Details	Shufti	AuthenticID	Daon	Jumio	Onfido	Sumsub	Veriff
A Vendor KPIs	Annual Revenue	$19M*	$20-25M	$60-70M	$50-60M	$140M ($1060M Entrust)	$80-85M	$40-$45M
	Gross Margin	87%	50%**	70%**	60%**	70%**	70%**	60%**
	Number of Customers	570+	500+	256	1000	1285	2,000	500-700
	Pricing	Per Transaction $0.20-upwards Enterprise packages available	Not Known	Per Transaction $0.95-upwards	Not Known Charges for resubmissions	Per Transaction, volume-based $0.25-$1.80	Per Transaction $1.35-$1.85	Per Transaction $0.80-$1.89
B Capability KPIs	Languages Supported	150+	30	138+ via partner	42	44	140	48
	Document Library Size	Unlimited	7,285	12,000	5,000+	2,500+	14,000	12,000+
	Regions Supported	240+	249	200+	200+	195+	220	230+
	Technology Ownership	Own IP	Own IP	Own + OEM Regula	Own + OEM iProov	Own + OEM: iProov, SecureKey	Own + OEM	Own IP

*2025 Revenue Forecast

** Educated Guess

Shufti's Language Coverage Succeeds Where Competitors Fail

Shufti supports 150 languages, including languages not supported by competitors

Critical Languages & Market for Global Players

Global Economic & Trade Hubs: High GDP & purchasing power, headquarters of multinational corporations*

Emerging High Growth Consumer & Digital Markets: Significant increase in online Spending, High digital Adoption and Urbanization**

Future Expansion Languages (respectively Markets): Strategic market entry and localization, untapped customer bases, changes in local regulations***

Vendor Comparison on Identity Verification Language Support

Language	Speakers (Native & Total)	Shufti	Regula	SumSub	Jumio	Onfido
Supported Language		150+	138+	140+	40+	40+
Hindi	Native 345m / Total 609m	✓	✓	✗	✗	✓
Arabic	Native 310m / Total 400m	✓	✓	✗	✓	✓
Bengali	Native 242m / Total 284m	✓	✓	✗	✗	✗
Urdu	Native 78m / Total 246m	✓	✓	✗	✗	✗
Japanese	Native 125m / Total 128m	✓	✓	✗	✓	✓
Farsi	Native 65m / Total 80m	✓	✗	✗	✗	✓
Amharic	Native 32m / Total 57m	✓	✗	✗	✗	✗
Burmese	Native 33m / Total 38m	✓	✓	✗	✗	✗
Dari	Native 12.5m / Total 20m	✓	✗	✗	✗	✗
Nepali	Native 16m / Total 20m	✓	✓	✗	✗	✗
Khmer	Native 16m / Total 16m	✓	✓	✗	✓	✗
Sinhalese	Native 16m / Total 16m	✓	✓	✗	✗	✗
Kinyarwanda	Native 12m / Total 12m	✗	✗	✗	✗	✗
Armenian	Native 6.7m / Total 7m	✓	✓	✗	✓	✓
Mongolian	Native 5.2m / Total 5.7m	✓	✓	✗	✗	✗
Georgian	Native 3.7m / Total 4m	✓	✓	✗	✓	✗
Lao	Native 3m / Total 3m	✓	✓	✗	✗	✗
Dhivehi	Native 0,34m / Total 0,34m	✓	✗	✗	✗	✗

Shufti has Overcome Key Challenges in Global Language Support

Global Reach: Enables identity verification across diverse languages and regions, including those typically underserved or difficult to support in direct vendor comparisons

User Native Language Adherence: Accommodates complex linguistic variations, including non-Latin scripts, and supports handwritten as well as low-quality document inputs

Adherence to Local Regulations: Seamlessly integrates with region-specific regulatory frameworks and data sources to ensure full compliance with local requirements

*e.g., English, Mandarin, Spanish, Arabic, Russian **e.g., Hindi, Bengali, Japanese, German *** e.g., Urdu, Vietnamese, Persian, Thai, Swahili

Agenda

Shufti Makes Compelling Offer In All Major Market, Business, Product, and Support Dimensions

Shufti's Global Coverage, Own IP, and Strong Product Offering Underpin Other Aspects

Market

Wallet integration partners recommended to participate in EUDI issuance/renewal

Geographical Growth:
- Focus on NA, APAC, EMEA based on IdV market forecast of companies
- Emerging high growth consumer and digital markets with global user traffic

Vertical:
- High Growth Industries: Financial Services, (Traditional Banks & Fintech) Insurance, governmental, Others (Gaming)
- Low Penetration in Finance, Government, eCommerce, Gaming, Socials Indicate high growth potential

Shufti has direct sales teams in **high growth NA, APAC, and EMEA**, with **customers in key verticals**

Customer Requirements

Building partnerships for credential issuance and renewal enables Shufti to join the EUDI digital ID shift quickly.

Performance:
- Demand for frictionless UX

Fraud Prevention:
- Global user traffic is increasing
- Customers tend to use multiple IdV vendors because individual vendors cannot fully serve the global user traffic

Compliance:
- IdV enables authentication including step-up

Shufti has **strongest global coverage** with **own IP**

Product Offering

Overall Offering & Own IP:
- Customers tend to use multiple IdV vendors because the overall offering is not complete, whereare Shufti's own IP allows for best flexibility, transparency, and control over verification performance

Global Coverage:
- include low/no-code orchestration and integration with enterprise systems for a more complete product

Operational Capabilities:
- Quick deployment time and flexible architecture are desirable

Shufti provides **quality full-service solution** with **in-house R&D**

Development and Support

Ease of Integration:
- Customers tend to use multiple IdV vendors because the overall offering is not complete

Customization:
- Customization to meet unique customer needs is highly valued

Pricing:
- Flexible and competitive pricing desired

Service & Support Quality:
- Responsive and high-quality support desired

Shufti provides a **flexible pricing model**, responsive teams that enable **quick customization** and **high-quality support services**

Legend Strong Right to Win | Competitive Offering with Enhancement Potential | Opportunity to Improve Offering

*Details on the following Slides

Shufti Demonstrates Strong Market Fit Across High-Growth Regions and Verticals

Broad coverage and deep expertise position Shufti to win in key markets

	Market	Market Size	# of Companies (in M)	Shufti's Advantage over Competition	Right to Win
Geography	Americas (NA)	30% of current global market size	44.5	• **Global** & US **coverage** of **Driver license library** • Full coverage of **iGaming licenses** in **13+** federal **states (Compliance Leader)** • **Data centers in US to adhere to US Data Privacy Regulations**	✓
Geography	EU	35% global market share	34.5	• **Servers** in Germany to **adhere** to **EU regulations** • EU: Coverage of European eIDV (totalling 61+ countries) • Wallet integration partners recommended to participate in EUDI issuance/renewal	–
Geography	Middle East & Africa	7% global market share	10.0	• Full IdV services in **Arabic and other critical regional languages** • **OCR data extraction** of **handwritten** documents (e.g. Nigeria)	✓

Geography	APAC + ASEAN	35% global market share	50.0	• Full **APAC coverage** (including special countries besides sanctioned countries: Russia & North Korea)
				  • Chinese language & scripts covered
				  • Support for **linguistic diversity** of Japanese scripts
				  • Includes **difficult-to-verify countries** like Myanmar
					✓

		Adressable Market (in B$)	**# of End Users (in B)**		
Vertical	Fintech	2.13-5.52	3.0	• **Strong regulatory expertise** in crypto exchanges trusted by **biggest CEX industry players** (CEX = Crypto Exchange)	✓
Vertical	Traditional Banks & Financial Services	4.83-12.66	6.8	• Capabilities on **Global User & Business AML screenings** for **interstate transactions** (assumpt. Stripe) • Opportunity to expand capabilities including bank account verification • Opportunity to target this industry	–
Vertical	Social Media / eCommerce / Digital Platforms	3.69-9.57	5.2	• **Shufti** has a modern, **fast** and **easy adaptable solution** for a **perfect fit** into **modern technology stacks** • Shufti **products easily combinable** for secure onboarding, authN, fraud prevention, and compliance fulfillment • Already has a foothold in industries to be impacted by **age verification requirements** • **Global** & US **coverage** of **Driver license library** for age verification for restricted goods	✓

Legend ✓ Strong Right to Win – Opportunity to Improve Offering

Shufti Has Strong Advantage over Competition in Meeting Critical Business Drivers

Shufti is Particularly Strong in Serving Global User Traffic, Fraud Prevention, and KYC/AML Compliance

	Customer Requirements	Shufti's Advantage over Competition	Right to Win
Performance	• Demand for frictionless UX	• Verification is **20-40 seconds faster** than direct competition • FastID product enables reusability of initial IdV	✓
	• Global user traffic is increasing • Customers tend to use multiple IdV vendors because individual vendors cannot fully serve the global user traffic	• **80% more languages covered** than typical competitors • **30% more document templates** in library than typical competitors • Critical, **non-Latin scripts covered** • Expertise in hard-to-verify regions (Nigeria, Brazil, etc.) • Regularly processes documents from **221 jurisdictions/ countries at scale**, when competition processes documents from 30-40 countries • Support for paper, laminated, handwritten, cropped and screenshot formats • **Cross matching** of **PII information against databases** based on biometrics or **solely identity data**	✓
Fraud Prevention	• IdV enables authentication including step-up	• FastID product **enables step-up authentication** for high-value/ high risk transactions • Enables **biometric face matching as authenticator** for high-volume transactions • **Liveness detection** and **deepfake detection** are key enablers of fraud prevention	✓
	• Account opening fraud and account takeovers are more affordable, prolific, and effective	• **Both active and passive liveness detection offered**, competitors generally offer one or the other • Duplicate face detection to prevent multiple account registrations • Document originality checks • IP Blacklisting Option • **Advanced deepfake detection** built into document and biometric verification	✓
Compliance	• Widespread enforcement of age verification	• **Both age verification and estimation offered**, majority of direct competitors offer only age verification • Market-ready KYB/KYI products where competitors have no offering	✓
	• TAM for regulated industry under KYC/AML compliance is 6.6B$ and growing	• **AML screening against +1700 watchlists** for enhanced security and compliance • **Licensed** for **Gaming** in **13+ US federal states**	✓
	• EUDI roll-out will trigger paradigm shift towards portable digital identity, including mDL	• Shufti can build partner ecosystem to more quickly participate in EUDI issuance and renewal	–
	• Increasing Global user traffic requires non-EU based companies to have GDPR compliance	• Comprehensive knowledge on EU-regulations and GDPR compliance	✓

Legend ✓ Strong Right to Win – Opportunity to Improve Offering

Customers Require Product Offering to Serve Global User Base and Excellent Support Services

Shufti Delivers Highest Impact to Customers With Strong Own Technology and Solution

Product Offering	Summary	Shufti's Advantage over Competition	Right to Win
Overall Offering	• Customers tend to use multiple IdV vendors because the overall offering is not complete	• **Most complete offering** for document & biometric verification, full-service IdV, and extended IdV • Widest global coverage of languages and documents • High automation rates of approx. 95%	✓
Own IP	• Own IP allows for best flexibility, transparency, and control over verification performance	• Developed **own IP for all core functions** • Competitors only achieve similar offerings with partner/OEM technology • **Fine-tuned** and fit-to-purpose **LLMs and AI models** • Continuing to innovate and develop **extended IdV capabilities**	✓
Operational Capabilities	• Low/no code orchestration, integrations with enterprise systems, and other features that make the product more complete are desirable	• Journey Builder for **no code customization** which local heroes typically do not offer • **Unique on and off-site verification** that competition does not offer • Manual review and flexible verification options (automated, hybrid & human-assisted) are available, where many competitors only offer automated • Salesforce and WordPress plugins	✓

Legend ✓ Strong Right to Win – Opportunity to Improve Offering

Customers Require Product Offering to Serve Global User Base and Excellent Support Services

Shufti Leads with Own IP and Strong Customization and Support Quality

Development and Support	Summary	Shufti's Advantage over Competition	Right to Win
Ease of Integration	• Deployment time and flexible architecture are desirable	• Single API endpoint and microservices architecture • Customer interviews indicate **quick and easy integration** • Cloud with multitenancy and on-premise deployment options where competitors sometimes only offer one limited options • Sandbox testing available	✓
Customization	• Customization to meet unique customer needs is highly valued	• Attention to customer's requirements have led to **differentiating features**: i.e. transliteration of document and address information • Whitelabeling, customizable iFrame, and on/off-site analysis give customer **more control over UX** than with competitors • Advanced and detailed control over IdV journey allows for customization per **end-user location**, **differing risk appetite** and **business requirements of branches/subsidiaries or industries**, etc.	✓
Pricing	• Flexible and competitive pricing desired	• Competitive transaction-based pricing strategy **$0.50-$1.00 lower than most competitors**, with enterprise plans available	✓
Service & Support Quality	• Responsive and high-quality support desired	• Fast and responsive support team (**within 12 hours**) • Resources allow for **customized and personalized support** • Well documented API for developers	✓

Legend ✓ Strong Right to Win – Opportunity to Improve Offering

Land and Expand Strategy Pays Out Over Time

Shufti's Current Approach Supplemented with Targeted Resale Partnerships Can Significantly Expand Growth

Product Land and Expand

Shufti **successfully displaces competitors** through use of its **direct sales team** and **vendor comparison tool.**

Once Shufti is part of the customer IdV deployment, additional Shufti products are sold and upsold using a **land and expand strategy**.

Resale Partnerships

Strong cooperation **with Stripe acting as reseller** of Shufti service to merchants.

Partnership with IDScan, expanding Shufti's customer base

Assessment

Effective but likely **linear growth.**

Typical customers have 3-7 IdV vendors for global coverage and redundancy.

Shufti can reasonably win a place in most customer IdV deployments by **demonstrating higher quality verification** than incumbent vendors.

Current success from referral programs.

Resale partner programs can approach **exponential growth in customer sales**, supports **land and expand strategy**.

Recommendation

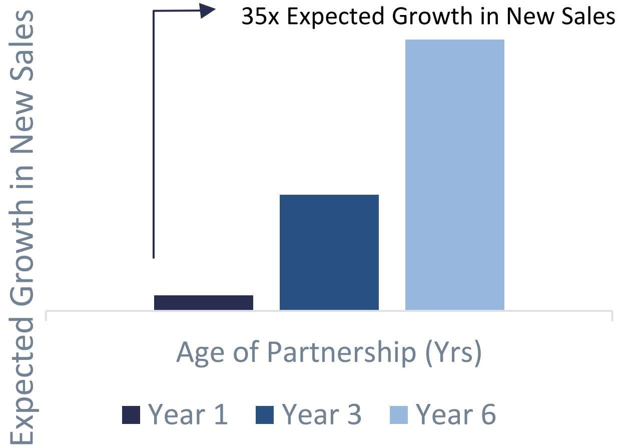
Continue developing resale partnerships in target regions focusing on target customer profiles to accelerate growth.

Enable partners with **strong technology sales support** and **partner relations management**.

Potential resale partners include:

- Payment providers
- Other **organizations building digital platforms**. Will range from startup to mature organizations. Includes fraud reduction platforms, authentication platforms, decentralized identity issuers, etc.
- **System integrators**

Resale Partnerships Tend to Yield Strong Growth



Expected growth based on experience from similar markets.

Resale partnerships can significantly increase customer base and customer spend up to 35x by year 6 of the partnership.

Agenda

Growth Opportunities Exist in High-Growth Markets and Meeting Cross-Cutting Needs

Strategic Investments in Certifications, Partnerships, and Key Use Cases Fuel Continued Growth

1 **Bridging Identity Gaps: Expanding into High-Growth Markets**

Rising demand for identity verification across APAC, Europe, MENA, Africa, and North America creates a critical opportunity for Shufti to expand its footprint.

2 **Trust as a Competitive Edge: How Regulations Are Fueling Growth**

The surge in AML, KYC, and fraud prevention mandates across financial services, fintech, and regulated industries is driving heightened demand for robust identity verification solutions.

3 **Beyond compliance, what's shaping the future of digital trust?**

Shufti has a strategic opportunity to cross-sell and upsell authentication (AuthN), KYB, and fraud reduction solutions to existing customers while expanding into new verticals.

4 **Extending the Stack: Aligning Strengths with Opportunity**

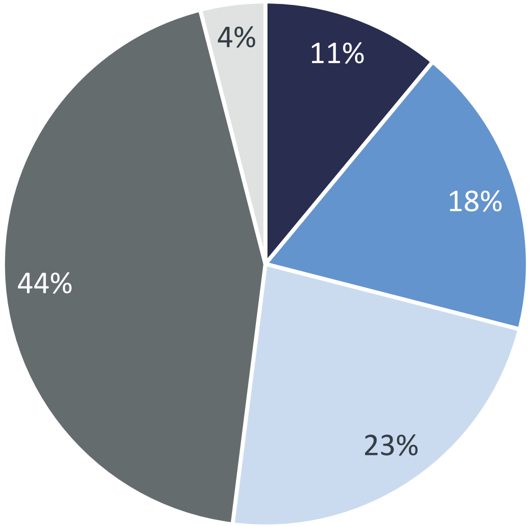
Shufti can forge new alliances with stakeholders to enhance interoperability, extend its market reach, and offer customers a more comprehensive security stack.

Identity Verification, Passwordless Authentication, Fraud Reduction, and eKYC/KYB are **growing due to compliance, security, cost efficiency, and UX improvements** across different regions and use cases.

Market Gaps in APAC, Europe, Americas, and MENA Create Opportunity for Growth

Shufti has Opportunity to Respond to Increasing Fraud, Global End-User Traffic, and Rise in Portable Digital Identity

Shufti's Revenue by Geography in %*



* Geographic revenue is attributed according to where services were provided, not a company's location of headquarters

Market Drivers by Region

APAC	• Increasingly **global end-users** • ASEAN cross-border identity frameworks
Europe	• EUDI rollout will **spike IdV demand** over 3–5 years • New industries entering **portable digital identity** space • Projected to stabilize at **4.7B annual IdV flows** for credential issuance, renewal, and ongoing use cases
Americas	• Growing **fraud prevention demand** in multiple sectors • **44.5M US-based companies** are potential customers • Scattered mDL rollout creates **growth and adoption opportunities** for regulated and age-restricted use cases
MENA/ Africa	• MENA **digital transformation** drives demand for fraud prevention and IdV • North Africa **migration flows** heighten border IdV needs • Major tournaments (2030 World Cup, African National Cup, etc.) boost **demand for fast, secure IdV** in travel

Opportunities Across Regions

- **Enable global end-user traffic** with widest global document and language coverage & transliteration
- **Support compliance** with global identity frameworks, KYC/ AML, age verification, eIDAS
- **Secure market share** in identity credential issuance & renewal value chain
- **Expand into newly affected sectors** by age verification and portable digital identity adoption: social media, eCommerce platforms, marketplaces, travel, education, finance, etc.
- **Cross-/upsell IdV and fraud prevention** to existing customers/industries served

Shufti Well-Positioned to Respond to Market Changes on Increasing Fraud and Digital Transactions

Regulatory and Market Changes Show Clear Opportunities for Shufti in Multiple Industries

Drivers	Industries	Challenges	Opportunities	Recommendations	Growth	Priority
Market Changes	**Finance**	• Competing with vendors already entrenched in highly regulated financial services.	• Shufti's **KYC/KYB** products and **behavioral biometrics** capability gives a **competitive edge** over most vendors.	• Leverage Shufti's expertise to expand further into **fintech, forex, and crypto markets,** with breakthrough into **traditional financial services.**	☆☆	
	Gaming	• Emerging laws demand accurate age verification for online gaming.	• **Growing demand** positions Shufti as a **compliance and security leader** (especially in the U.S., where Shufti has obtained state licenses).	• **Differentiate by cross-/upselling** age verification, behavioral biometrics, account protection, transaction screening, etc.	☆☆	
	Retail & E-commerce	• Balancing real-time fraud prevention with seamless customer experience at scale.	• **Rising identity fraud** drives demand for **stronger authentication,** Shufti can leverage its step-up authentication and passkey capabilities to address these challenges.	• **FastID product launch** for securing the digital economy, ensuring **step-up authentication for high value transactions.**	☆☆	
	Government & HealthCare	• Navigating complex certification requirements to unlock regulated market access.	• Capitalize on government and healthcare sectors by positioning **compliance as a strategic investment** and driver of long-term growth.	• **Certify for FedRAMP and HIPAA** compliance to offer services in these sectors. Consider **developing partnerships for** VC issuance.	☆	
Regulatory Changes	**eIDAS**	• Adapting to evolving standards and wallet interoperability across EU Member States.	• EUDI Wallet rollout offers **short-term window,** Shufti can become a **key EUDI enabler** as part of the credential issuance/renewal value chain.	• **Develop partnerships** with issuing authorities, wallet providers, wallet bridge solutions to **capture IdV for issuance & renewal market share.**	☆☆	
	Age Verification	• Differentiating amid rising compliance pressure and fragmented U.S. state regulations.	• Age verification laws could impact **45 million minors** in multiple U.S. states, presenting an opportunity for Shufti's market-ready verification solutions.	• Launch marketing campaign **targeting businesses newly impacted by age verification** regulation.	☆☆	

Legend ☆ Small Growth Potential ☆☆ Large Growth Potential Medium Priority High Priority

Key Use Cases and Technologies

Assessing Current Strengths, Market Opportunities, and Strategic Priorities

	Shufti's Current State	Opportunities	Strategic Priority
Behavioral Biometrics	**In development and testing**	Advance risk-based authentication through continuous monitoring and behavior analysis to mitigate fraud.	
Fraud Reduction	**Established set of fraud detection capabilities**	Package existing features into vertical-specific solutions to create tailored offerings with higher market appeal.	
Deepfake Detection	**Currently embedded in products, with potential for standalone offering**	Expand on existing deepfake detection and audit capabilities by offering a standalone solution for high-risk identity proofing.	
Passwordless AuthN	**Fast-ID product ready, full launch in Q2-3**	Expand into passkey adoption, FIDO2 authentication, and biometric-based identity verification.	
Reusable Identity	**Limited product development in reusable identity solutions**	Leverage EUDI Wallet & verifiable credential growth for cross-platform authentication and onboarding.	
KYB/ KYI	**Established core product with significant revenue contribution**	Investing in certifications can deliver long-term value by enhancing capabilities to support AML requirements, eIDAS standards, and other regulations.	
KYB/ KYI	**Limited work on decentralized ID and SSI**	Integrate with self-sovereign identity (SSI) ecosystems to enable Web3 and decentralized authentication.	

Legend
Urgent Priority (<6 Months)
Intermediate Priority (6-12 Months)
Low Priority (12-24 Months)
Long Term Priority (>24 Months)

Agenda

Customers Confirm Shufti's Differentiators on Global Coverage and Technology Excellence

Insights from 5 Customer Interviews Support Shufti's Strong Technology Offering and Customer-Friendly Approach

Customers consistently cited **high satisfaction** with Shufti, that it **meets expectations** on key differentiators like **global coverage**, and that **they would recommend Shufti** to industry peers.

While the low number of interviews is a **limiting factor**, the **consistency between interview responses** is a positive indication of **Shufti's strong position.**

"Shufti told [us] that usually their **customers experience 30% of growth** in registration and it turns out true because after we integrated Shufti… **we also experienced the same growth**."

Global Operation Strategy Team Associate Manager, Atomy Park

"We researched **scalable solutions** with **access to multiple countries**… and found that Shufti stands out in this area."

Chief Strategy Officer, Witzeal Technologies

"Ultimately, …it boils down to the technology. We found **that Shufti's global library was comprehensive**, the user interface was fantastic. [And] at the end of the day, you want to work with **people that you like**."

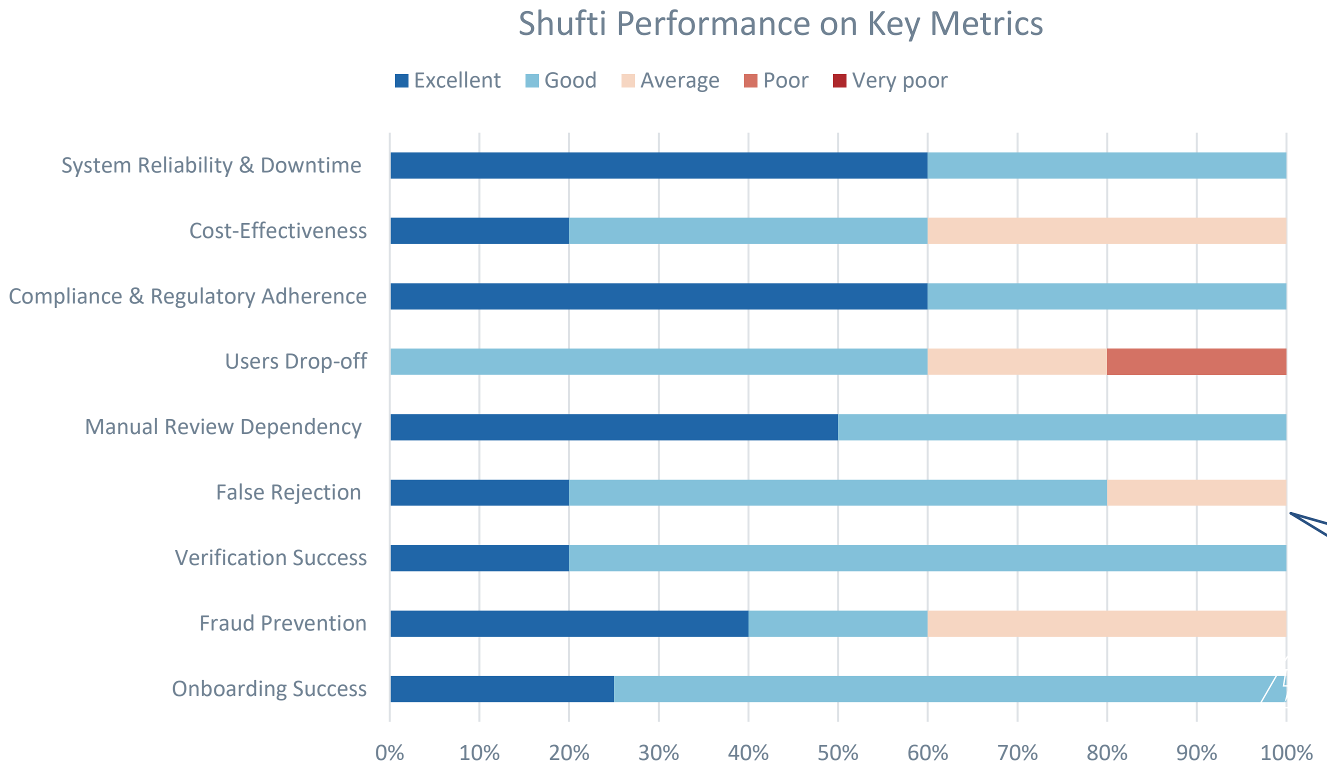
Director of Enterprise Solutions, IDScan

"**Shufti really put themselves on our side**…they provided us very beneficial contract conditions, for example."

Global Operation Strategy Team Associate Manager, Atomy Park

Shufti is Perceived as Highly Reliable on Key Performance Metrics

Shufti is a High Performer on System Reliability, Compliance, Verification and Onboarding



Shufti is perceived **as a highly reliable and compliant provider** with strengths in automation, verification, and onboarding.

While certain cases (e.g. pricing perception, fraud prevention sensitivity) emerged, the overall sentiment reflects **strong satisfaction and trust** in its core capabilities.

Critical Feedback to Consider:

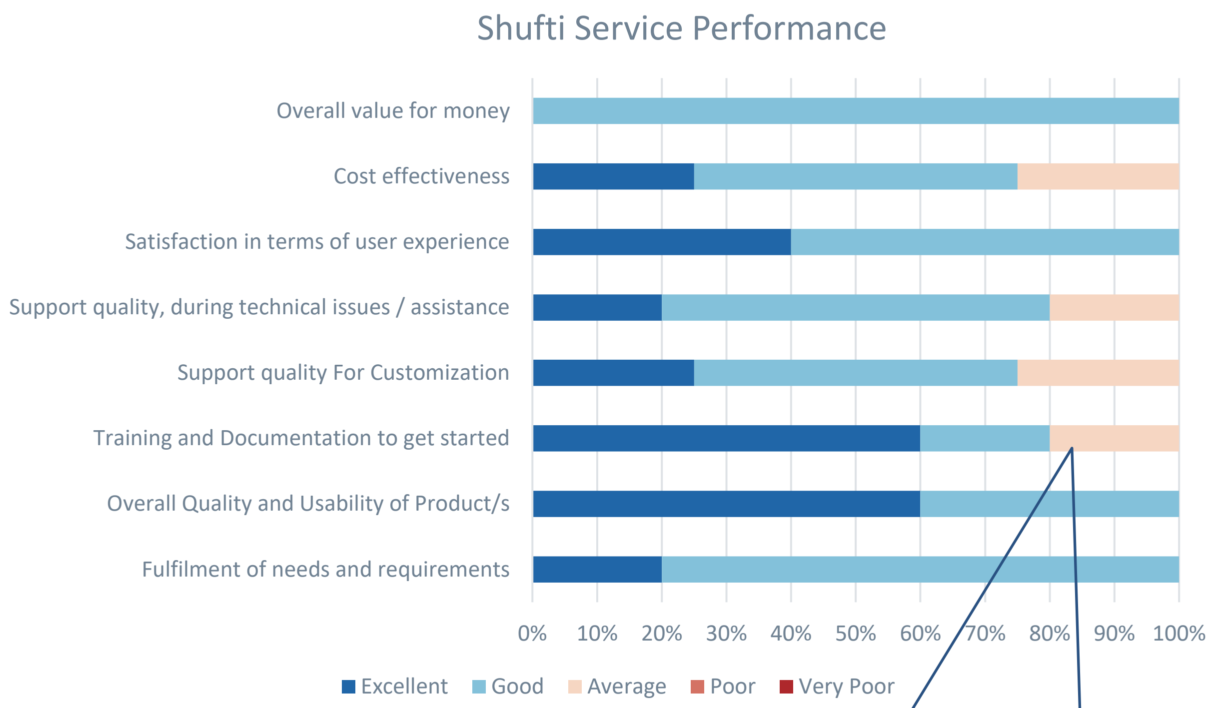
- **Price Sensitivity**
  One customer found pricing unpredictable due to currency fluctuation, though still 10-20% cheaper than alternatives. Another cited that the price structure is best suited to large-volume scenarios.
- **Drop-Off Rate**
  Two customers pointed out high user impatience as a contributing factor to a ~30% drop-off rate. Opportunities to improve this may require a customer switch from off-site to on-site verification to provide real-time feedback on image quality and correct document submission.

Feedback reflects interpretation of Survey Results

Source: KuppingerCole Analysts survey of 5 Shufti customers, 2025

Shufti Customers have Overall High Satisfaction with Shufti Services

Customers Give Above Average Ratings for Shufti Services



Minor Consideration:

A few lower ratings are visible in *Cost Effectiveness* and *Customization Support*, indicating some variation in satisfaction, though not significant enough to detract from the overall positive trend.

High overall Satisfaction

Most categories, including "**Fulfilment of needs and requirements**" and "**Satisfaction in terms of user experience**," received predominantly ***Excellent* and *Good* ratings**

Strong technical support

Apart from one outlier, all customers rated **Shufti's support during technical issues as either *Excellent* or *Good***, showing strong reliability

Product Usability and Quality

The overall quality and usability of Shufti's product/s received **strong positive feedback, reinforcing customer satisfaction** with core functionality

Effective Training and Documentation

While one customer rated this aspect as average, all other customers cited **the training materials and onboarding support as *Excellent*,** indicating solid enablement

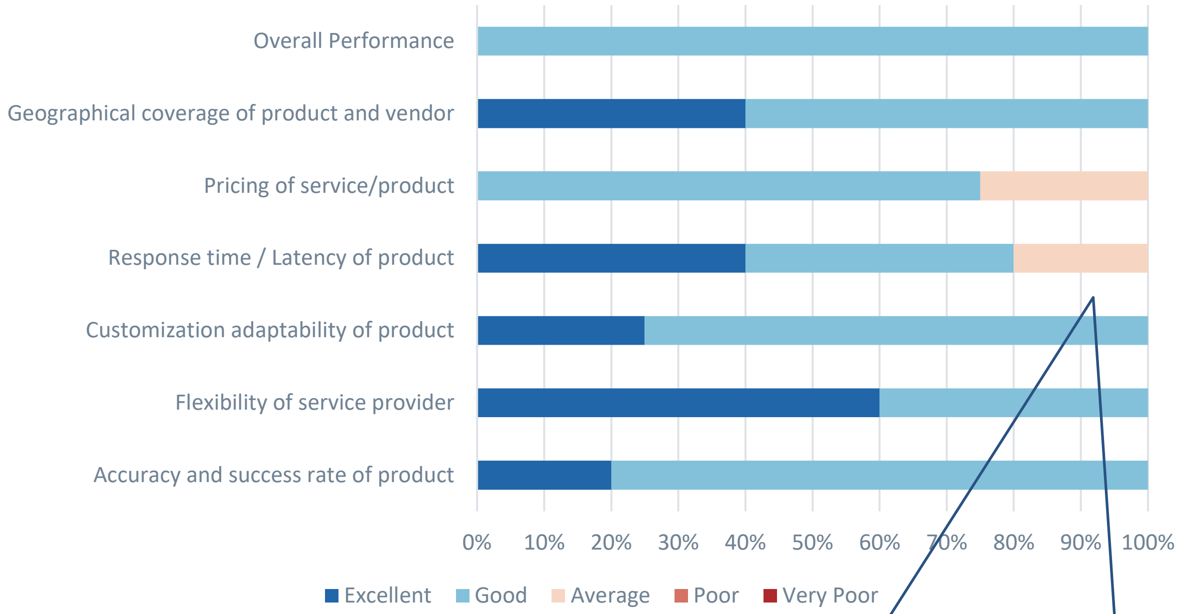
Feedback reflects interpretation of Survey Results

Source: KuppingerCole Analysts survey of 5 Shufti customers, 2025

Customers Confirm Shufti Differentiators of Product Accuracy and Global Coverage

Other Strengths are Product Customization and Service Provider Flexibility

Shufti Execution on Performance Aspects



Positive Rating on Core Aspects:

- **Overall Performance**: Every customer rated Shufti as *Good*—a strong endorsement of its general capabilities.
- **Geographical Coverage**: Shufti's global reach was rated *Excellent* or *Good* by all respondents, confirming its global suitability.
- **Customization Adaptability**: Customers unanimously rated customization options as *Excellent* or *Good*, indicating a highly flexible and tailored approach to diverse client needs.
- **Flexibility of Service Provider**: Shufti was again rated 100% *Excellent* and *Good*, demonstrating its responsive and adaptable support structure.
- **Product Accuracy**: All customers confirmed strong accuracy and success rates in Shufti's offerings—this stands out as a major differentiator.

Consistent Perceived Value Despite Pricing Comments:

- While pricing received mixed ratings, the overall sentiment shows that the structure is acceptable for most customers. However, exchange rate fluctuations remain a consistent observation

Critical Feedback to Consider:

- **Response Time Concerns**: One customer described Shufti's transaction time of 40–45 seconds as *too long*, leading to drop-off issues. While not a universal concern, it suggests that performance optimization could further improve user experience.
- **Pricing of Service:** Exchange rate fluctuation is a challenge for price-sensitive customers.

Feedback reflects interpretation of Survey Results

Source: KuppingerCole Analysts survey of 5 Shufti customers, 2025

Customers Use 2-20 IdV Vendors to Ensure Global Coverage, Scalability, and Redundancy

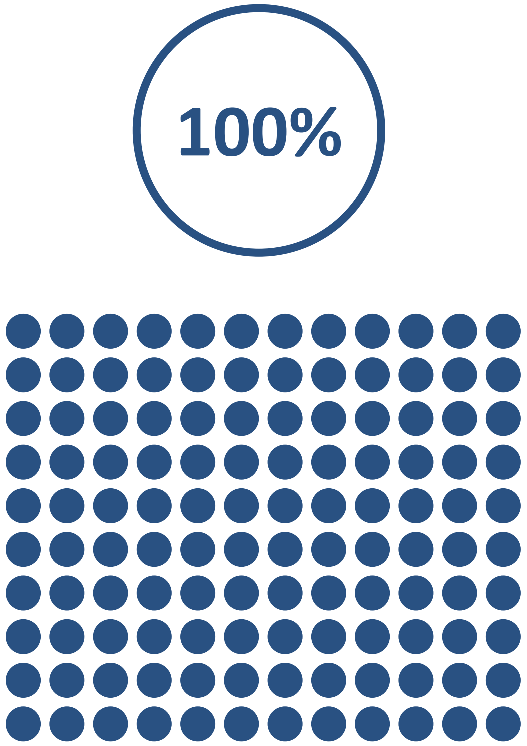
Most Customers Mention Needing a "Local Hero" to Serve Specific Countries

Questions	Interview Findings	Mid-market Customers (1,000-10,000)	Medium-Sized Customers (51-1,000)	Observations
Which vendors were on the customer's shortlist?	Advance, Datazoo, Idenfy, IDMission, Jumio, Trulioo	Advance, Jumio, Trulioo	Datazoo, Idenfy, IDMission, Trulioo	40% of customers mentioned that serving end-users in India requires working with local heroes.
Which vendors do customers currently work with?	All customers work with multiple vendors: Mid-Market: Up to 20 vendors Medium: 2-4 vendors	• Shufti + 19 others. Customer is constantly evaluating potential vendors for accuracy and specialized/region-specific capabilities. • Shufti + unstated number of other vendors	• Shufti + Trulioo • Shufti + 2-3 others • Shufti + Cashfree, AuthBridge + 1 other	Multiple vendors needed to ensure full global coverage, scalability, and redundancy. IdV vendors are a mix of broad competitors and local heroes.
Which use cases/needs are current vendors serving?	Customers primarily mention document IdV, supported by KYC, continuous AML screening, and fraud prevention.	Accurate document verification, KYC/AML, and fraud prevention	IdV, verify global drivers license library, continuous AML screening	Document verification appears to be the entry use case.

Customers across segments (mid-market and medium-sized) **work with multiple IdV vendors**, often ranging from **2 to 20 vendors**, depending on their size and complexity.

100% of Interviewed Customers Express High Satisfaction and Positive Experience

Customer Experience and Satisfaction Measurement



Match of Expectations
Before and After Implementation

All Interviewed Customers Expressed Match of Expectations and Reality

Initial needs on business cases are well met.

Positive Experience with Support Team

Quick response to customer inquiries (within 12 hours)
Responsive on setup and any technical issues
Accessible and real-time communication channel

Excellent API Documentation

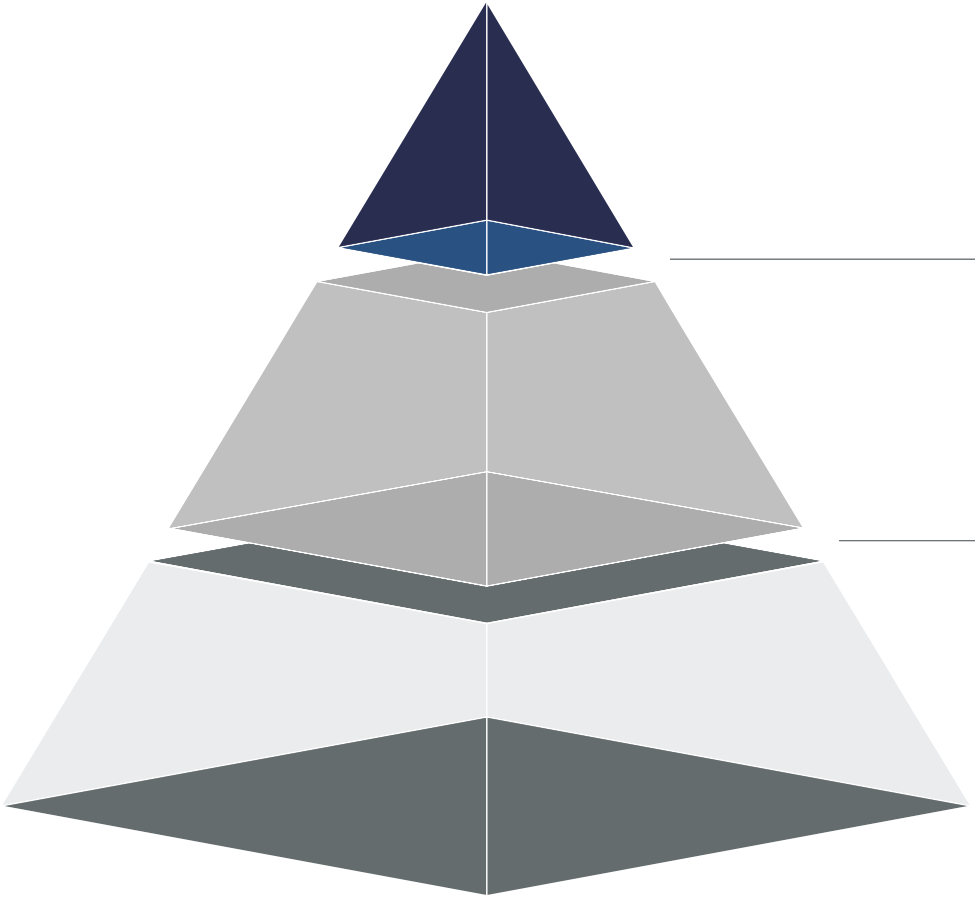
All customers mentioned excellent API documentation when asked about the implementation process.

All Interviewed Customers
Would Recommend Shufti

With an Average Confidence of 8.8
To An Industry Peer

Customers View Shufti as Fulfilling their Needs, but Use Shufti in Combo With Other IdV Vendors

Customers Expect to Use a Collection of IdV Vendors, and are Satisfied with Shufti’s Role in IdV Ecosystem



Level 3: Shufti as Part of IdV Ecosystem

- 40% of customers use Shufti as primary IdV vendor
- **100% of customers use Shufti in combination with other IdV vendors**
- Other IdV “local heroes” or manual verification are needed to supplement in the US, India, Ukraine, Azerbaijan, and Sri Lanka, and other unspecified regions

Level 2: Positive Product Customization Experience

- Positive customization experience for customers that require it
- 60% of customers customized a feature, cited success and high satisfaction
- Competition does not always customize

Level 1: Shufti Meets Needs

- Shufti fills capability gaps listed by customers
- 60% of customers responded that Shufti filled gaps for global coverage
- 20% of customers responded that Shufti enabled automated verification
- Fulfills Expectations: **All customers responded that Shufti fulfills their expectations**

Customers Are Confident that Shufti Will Meet Future Needs

Authentication is a Future Need, But Without Definite Timelines

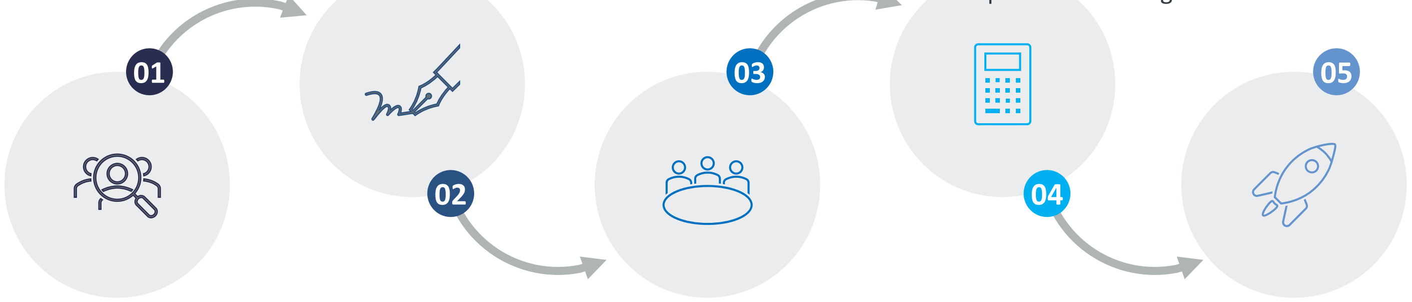
*"I'm very sure that they will meet our future needs…Even if [we] expand to more various countries… I'm sure that Shufti can cover these regions."**

Question	Interview Findings	Mid-Market Customers (1,000-10,000 Employees)	Medium-Sized Customers (51-1,000 Employees)
What are the future needs of customers?	• Mid-market customers are more concerned with broader topics of fraud prevention, authentication, and AML compliance. • Medium-sized customers stay focused on Shufti's core domain of high-quality document verification for global expansion.	• Better fraud detection & prevention, AML • Shufti meeting current needs (accurate document verification)	• Bank account verification via micropayments, card dispute/fraud detection • Keep up with new ID cards/licenses, cross-check against 3rd party databases globally, additional verification outside North America • Additional AML checks in India
Is the customer confident that Shufti will meet those needs?	• Majority of vendors have strong confidence that Shufti will meet future needs • Perception of Shufti as global document verification as core product.	• Yes, because focus is on accurate document verification functionality. • No comment, because vendor's strategy is to constantly evaluate all vendors for improved capabilities.	• Yes, launching 27 new branches each covering several countries, need global coverage, expansion to Africa
Is the customer considering new authentication approaches?	• Majority of vendors respond yes, though without definite timelines. • One vendor's authN needs already filled by Shufti, not looking further.	• Maybe considering new authN approaches given their price and result accuracy • Considering passkey authN	• No, other priorities (global expansion) • Yes, must improve to stay ahead of fraudsters • No, Shufti and India-specific vendor are already providing authN solutions

*Quote by: Seyeon Jo, Global Operation Strategy Team Associate Manager, Atomy Park

Customer Insight Collection: A Structured 5-Step Approach

Insights Structured Into Five Categories to Drive Strategic Decisions



Target Group Identification

- Define Key Customer Segments
- Identify decision markers and end users to be interviewed

Questionnaire Creation

- Design targeted questions covering market positioning, satisfaction, and others
- Ensure a mix of qualitative and quantitative insights

Conduct Interviews

- Engage selected customers via structured interviews
- Use a third-party interviewer for unbiased feedback collection (KuppingerCole Analysts)

Data Analysis

- Identify common themes, patterns, and trends from responses
- Compare feedback against market benchmarks

Derive actionable insights

- Summarize key findings in a structured report
- Provide recommendations for market positioning, product improvements, and competitive advantages

5 Question Categories

1. Market Research & Competitive Analysis

- Commonly used vendors in the industry
- Key decision factors: capabilities, pricing, positioning
- Reasons for vendor selection or switching

2. Customer Experience & Satisfaction Measurement

- Vendor support, reliability, and scalability feedback
- Key points in implementation and usage

3. Product Enhancement & Feature Prioritization

- Missing features and desired enhancements
- Integration and customization needs

4. Future Business Opportunities

- Relevant upcoming projects for vendor solutions
- Emerging trends and shaping future development

5. Vendor Performance & Benchmarking

- Customer feedback on pricing, support, and overall effectiveness
- Alignment with expectations and business needs

KuppingerCole Analysts AG
Wilhelmstr. 20 - 22
65185 Wiesbaden | GERMANY

P: +49 | 211 - 23 70 77 - 0
F: +49 | 211 - 23 70 77 – 11

E: info@kuppingercole.com
www.kuppingercole.com