



**Shufti Pro**

Identity Verification



# Shufti Pro Completes 4 Years of Fighting ID Fraud

# | Foreword

## CEO, Victor Fredung

“When we set out our mission back in 2017 we knew it was going to be problematic to get the larger enterprise clients to trust a small start-up but we always had our mindset straight and we knew what benefits our solution would bring. Being persistent and dedicated ever from the start and not letting obstacles get in our way allowed us to develop our company to become one of the major players in the world of identity verification & compliance.”



## Co-founder and CTO, Shahid Hanif

“We appreciate our customers with reliable service and instant support. If you don't appreciate your customers, someone else will.”



# Know Shufti Pro

We have come a long way since the launch of Shufti Pro in 2017, yet one fundamental principle of the company hasn't changed; our eagerness to introduce better products and services to help businesses fight identity fraud and financial crime. This culture of putting forward business needs and introducing enhanced solutions has helped the company in acquiring more than 500 customers in just four years.



Headquartered in the United Kingdom, Shufti Pro has expanded in four other countries; Ukraine, Sweden, Dubai, and Cyprus.



Verified millions of users across **230+** countries & territories



Thousands of in-house AI models deployed for highest accuracy



Multilingual and flexible approach to identity verification



Award-winning KYC/AML services



Market-leading accuracy rate of **98.67%**



Verification in less than a second

# IDV Trends Over the Past Four Years

Four years ago, regulatory authorities had started to impose stringent regulations for customer due diligence and anti-money laundering screening of every business entity.

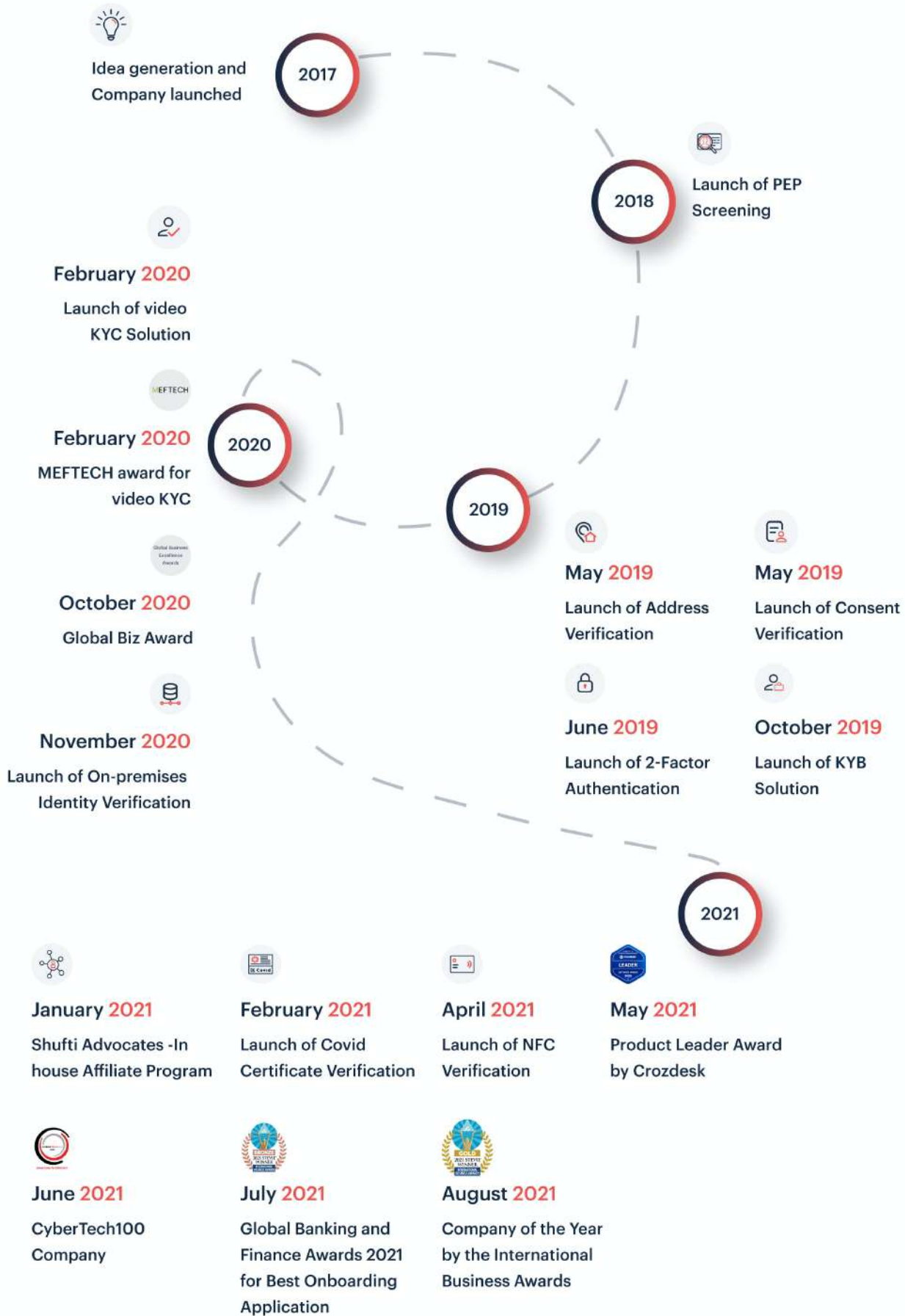
Due to the coronavirus pandemic, businesses have experienced some serious ups and downs. With many changes in all sectors across the globe, cyber criminals have come up with better solutions for their illicit gains. Cybercrimes significantly increased and today, all the sectors are concerned about the threats it will bring in the years ahead. Nevertheless, the identity verification solutions have been very helpful throughout the worsening conditions. Given the rise in fraudulent activities and changing regulatory landscape, every industry now requires robust security measures for fraud Prevention. Enhancing user experience during onboarding is yet another concern of organizations. Four years ago, regulatory authorities had started to

impose stringent regulations for customer due diligence and anti-money laundering screening of every business entity. Nonetheless, AI-backed identity verification services have proved to be one of the best methods to satisfy customers, ensure regulatory compliance, and prevent perpetrators from entering the business ecosystem.



The global identity verification market is expected to reach **USD 3.8 billion** in 2026 from **USD 1.1 billion** in 2021.<sup>[1]</sup>

# Shufti Pro's Journey since 2017



# Products launched in 2021

Started with Know Your Customer (KYC) screening solution, Shufti Pro has launched 17 products in four years. Sounds unrealistic, but we are glad to introduce a wide array of products that can satisfy multiple identity verification needs of businesses across 230+ countries and territories.

## Digital Covid Certificate Verification

Amid the coronavirus pandemic, imposters continued to execute their illicit plans and fake vaccine passports started messing with businesses. Given the need for differentiation between fake and legitimate vaccine certificates, Shufti Pro introduced Digital Covid Certificate Verification that can verify vaccine passports and identities in one go. The best part is, integration or app installation is not mandatory to employ the service.

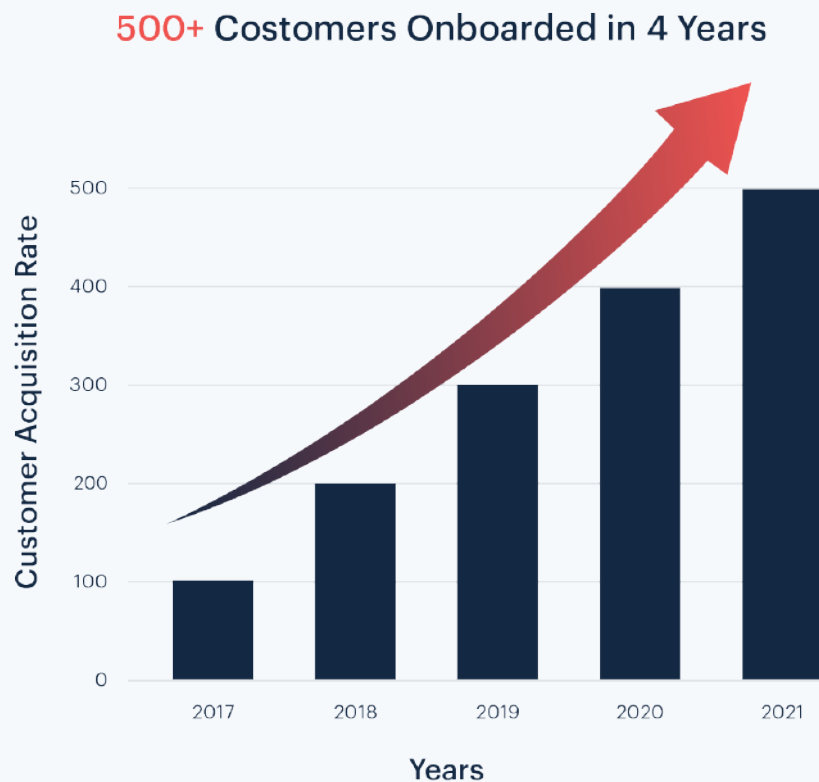


## NFC Verification

End-users demand simplicity and convenience, especially when it comes to verifying identities. With more than two million NFC-enabled devices, what could be a better option than tapping the device with a biometric identity document for validation? That being said, we introduced an NFC-based identity verification solution in April 2021.



# Customer Acquisition



In a span of four years, Shufti Pro has managed to acquire 500+ customers from different industries of the world. Be it the Bahamas or the United States, we have offered services to a wide array of businesses.

We onboarded our first client, as soon as the company was launched. Ever since, numerous industry leaders have partnered with us to ensure a secure and swift client onboarding procedure that complies with the global KYC/AML regulations.

In 2021, PureFi, Sopra Banking, and many other clients have partnered with Shufti Pro to ensure higher robustness, reliability, accuracy, and convenience of the client onboarding process. Furthermore, there was an increased demand for KYC/AML services in the finance sector after the major updates in the current regulations.

# Building Trust In 230+ Countries and Territories

Onboarded hundreds of satisfied customers from all over the world





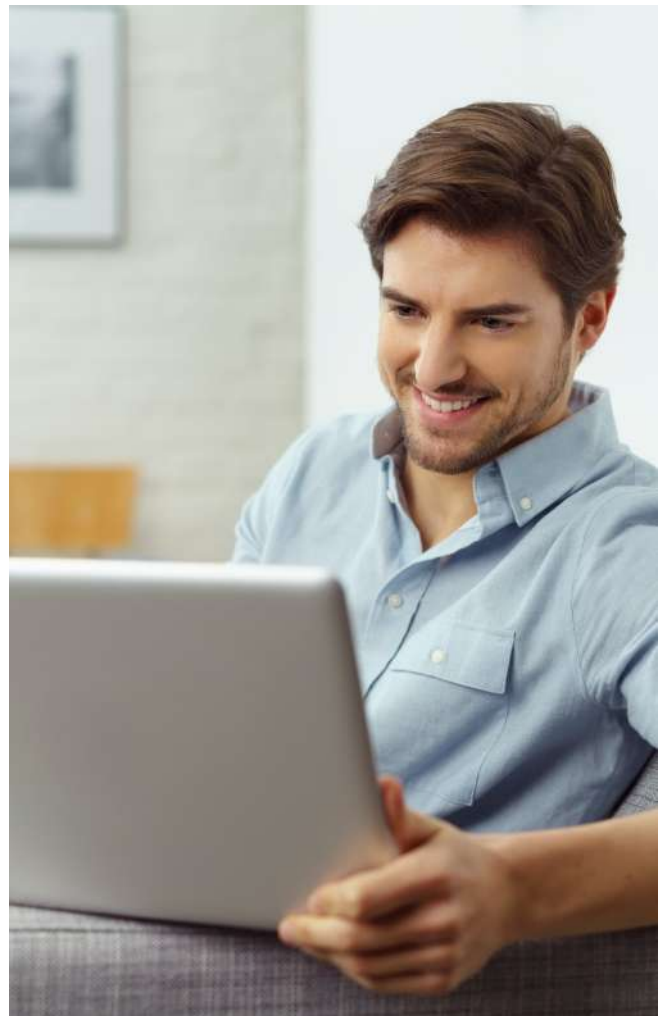
# Working during the Pandemic

Remote working became the new norm when the Covid-19 pandemic locked everybody in. After surveying all of our employees, the company decided to make the “Work From Home” alternative permanent for the entire Shufti Pro team.

The company believes that enabling employees to work remotely will boost the productivity of teams and retain talented members. Shufti Pro allowed its employees to work within flexible schedules, letting employees schedule their tasks as per their convenience. Operating from the comfort of their home presents the employees with more insight of certainty, particularly in these unpredictable times.

Operating from home normally leads to minimal work delays, lesser office diplomacies, a lower noise level, and more effective meetings which lead to enhanced productivity, and this is a large benefit of operating from home for employees.

In addition to this, Shufti Pro also offered 10 million free identity and face verifications to every organization that stepped forward to contain the virus. From healthcare organizations to research centers and educational institutes, free identity verification helped in seamless customer onboarding.



# Awards and Achievements



**MEFTECH award  
for video KYC**

February 2020



**Global Biz Award**

October 2020



**Company of the Year by  
the International Business  
Awards**

August 2021



**CyberTech100  
Company**

June 2021



**Product Leader  
Award by Crozdesk**

May 2021



**Global Banking and Finance  
Awards 2021 for Best  
Onboarding Application**

July 2021



**Launch of NFC  
Verification**

April 2021



**Launch of Covid  
Certificate Verification**

February 2021

# Meet Our Clients

In four years, Shufti Pro has onboarded 500+ customers from various industries including cryptocurrency, finance, fintech, banking, healthcare, telecommunication, education, and insurance sector. Check out what our happy clients have to say when they planned to employ our IDV services for securing their business.





“CryptoGames is an online casino that has to deal in with financial transactions involving cryptocurrencies on a regular basis. Since our casino is operated online and all the financial transactions are done automatically, it can become an advantageous point for the criminals to commit various financial crimes such as small companies and are here for a fair business instead of being a money hunger company.” money laundering, terrorist financing, and other fraudulent activities. Thus, identity verification has become an essential element to operate our casino with a clean database of users. Without having KYC policies, there is no way for us to protect ourselves from the devastating effect on the liability of our company that could be done by those fraudulent users. As a result, we have decided to choose Shufti Pro due to its almost instant real-time Identity Verification with near-perfect accuracy. Their flexible payment option clearly shows that they do care about small companies and are here for a fair business instead of being a money hunger company.”

*CEO of Crypto Games*



“By starting a collaboration with Shufti Pro we hope it will enable us to get to know our clients better: who is our client, who are the owners/ultimate stakeholders and does the relationship with our client pose a risk? This is particularly true where we aim to extend our services geographically, in particular outside the Netherlands and our European Union. With sound policy and our business alliance with Shufti Pro, we want to prevent unknowingly contributing to financial and economic crime. Moreover, we can use our integrated software to regularly scan our existing customer base for new signals. Such a collaboration can help us move even closer to achieving our long-term goals of prosperity and decentralized cooperation between all our stakeholders.”

*Samreen Vos,  
Compliance Officer of ACE*



“Shufti Pro’s UX is very well-thought-out compared to some other platforms we tested.”

*Remy Tennant, CEO of DateID*



“It’s no secret that social media platforms have been an integral part of our daily lives. Unfortunately, most of these platforms come with fake accounts that bring inaccurate and false information. At Baaz, we believe it’s our responsibility to create a fun yet safe and healthy environment for our Arab world. Baaz will be the very first social media platform that provides users with an identity verification process. Thanks to our partnership with Shufti Pro, we’ll be able to offer users an ideal identity verification system, Arabic text extraction, and technology that guarantees privacy through GDPR and CCPA compliance.”

*Hamda Khochtali, CEO of Baaz Inc.*



“Morpheus Labs SEED comes with the bundled benefits of integrated services to facilitate rapid development, build and run solutions on blockchain. The Shufti Pro’s real-time Identity Verification and AML screening is an extended service on the ML SEED platform and through this partnership, now we are able to expand its

ID verification capabilities to the blockchain market. We see a possibility to onboard thousands of users rapidly in bounty campaigns and now are going to be used for community-related initiatives.”

*Dorel D. Burcea,  
CIO of Morpheus Labs*



“Kabayan Remit operates in the very competitive money transfer sector providing an online remittance service from the UK, Canada and Europe to the Philippines. The sector is highly regulated with AML compliance a key issue for all Money Service Businesses. Using Shufti-Pro for electronic document verification enables us to develop a competitive advantage by speeding up the onboarding process providing our customers with a smoother, more frictionless journey to sending money to family, friends and loved ones in the Philippines.”

*Simon Roberts, CEO  
of Kabayan Remit*



“With the combined effort of Sopra Banking Software and Shufti Pro’s top-notch identity verification solution, our clients and partners will accomplish streamlining digital customer onboarding, while complying with regulatory requirements. In the long run, it will enable them to drive operational costs down by a large scale with the avoidance of fraudulent access.”

*Guillaume Blot, Senior Vice-President of Sopra Banking Software*



“In order to be able to make decisions such as votes and elections in business and politics on a decentralized basis while maintaining compliance, participants must be verified and identified. DIVO is the first platform worldwide that enables digital voting in compliance with the law. Thanks to Shufti Pro’s innovative service, we can match and verify identity documents and human faces within seconds. Shufti Pro is one of our core service providers, which we will use in further developments of DIVO as well as in the currently developing digital contractor administration system.”

*Bora Obucina, CEO of Core Chain*



“KYC and identity verification are critical for a seamless digital customer experience. Our partnership with Shufti Pro adds a secure, accurate, and reliable KYC option to our e-SIM onboarding solution for mobile operators.”

*Emir Aboulhosn, CEO of NetLync*



“After observing the rapid evolution of the DeFi market, we decided that now it was the right time to develop a product that will serve as the only legitimate gateway for mass adoption. We are incredibly delighted to become partners with Shufti Pro – it brings us a step closer!”

*Emir Aboulhosn, CEO of NetLync*



“As a fast-paced import financing company that provides unparalleled credit terms to importers, we needed a seamless and foolproof KYC method to verify the identity of our clients. With Shufti Pro, we got all that plus excellent customer service—the cherry on top.”

*Nir Tal, CEO of Transigo*

# Meet Our Team



**Shahid Hanif**  
Founder & CTO



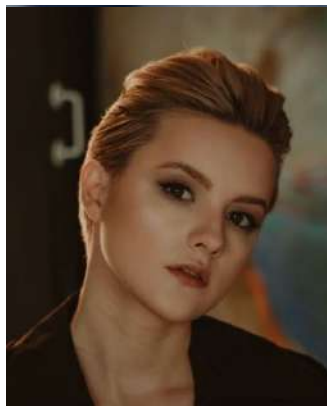
**Victor Fredung**  
Co-Founder & CEO



**Richard Marley**  
Global Marketing  
Consultant



**Kristina Zakharchenko**  
Head of Sales & Business  
Development



**Hanna Kyrpychova**  
Regional Sales Manager



**Joel Uhrberg**  
Global Business  
Development Manager



**Sarah Amundsson**  
Customer Success  
Manager



**Alan Schwartz**  
Business Development-  
North America



Upgrade your customer onboarding  
game with Shufti Pro's real-time  
KYC and AML solutions

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Expanding services to 230+ countries and territories in a short period of time, Shufti Pro envisioned playing a pivotal role in creating cyberspace where every transaction is verifiable and secure. With enough experience in technologies like machine learning (ML), OCR, artificial intelligence, and Natural Language Processing (NLP), Shufti Pro strives to provide the best identity verification services to verify customers and businesses online.

Shufti Pro's cost-effective solutions help businesses to prevent fraud and illicit crimes that can ruin the integrity and brand reputation of your business. Our perfect solution suite consisting of KYC verification, AML screening, ID verification, Facial Recognition, Biometric Authentication, Video KYC, OCR, and KYB helps to improve your company's fraud prevention, Know your Customer (KYC) and Anti Money Laundering (AML) regulatory efforts by automating the workflow. With single API integration, Shufti Pro empowers you to verify customers with document checks from [3000+ ID](#) templates and business entities from [200 million](#) companies data.

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