



authID.ai

# Digital Identity

The Perimeter of the New  
Economy

Investor Presentation



# Key Accomplishments - 2021

## Onboarding the Team



- Key Hiring: Sales, Product Management, Marketing, and Engineering, and Customer Success
- Engaged PR, Marketing & Tech/Engineering Vendors
- Emphasis on culture & diversity – 45% are persons of color and/or women

June 14,  
2021

## Uplisted Nasdaq AUID



- Closed public offering of ~\$11.5 million
- Facilitates broader investment in early-growth company
- Filed S-3 "Shelf" November 1, 2021
- New Investor micro-website

August 24,  
2021

## Company Rebrand Verified™ Launch



- Launched Verified™ at Money 20/20 USA
- Fintech Survey - Thought Leadership
- Focused Messaging – Eliminating fraud with biometric identity authentication in the cloud

October 24,  
2021

## Technology Enhanced, Customers Launched



- Powering innovative and differentiated consumer experiences to drive growth and revenue
- Self-service implementation with developer portal & cut/paste code
- Launch of Cloud|Connect – embed Verified to IAM

December 16,  
2021

# Building the Team



**Tom Thimot**  
Chief Executive Officer,  
Director



**Tripp Smith**  
President &  
Chief Technology Officer



**Peter Curtis**  
Chief Marketing Officer



**Grace de Fries**  
SVP MarCom &  
Investor Relations



**Jeremiah Mason**  
SVP, Product



**Steve Fazio**  
SVP, Sales



**Joe Schwartz**  
Director, Sales



**Donny Deaile**  
Director, Sales



**Inside Sales**



**Brittney Liburd**  
Sr. Manager, Product  
Marketing

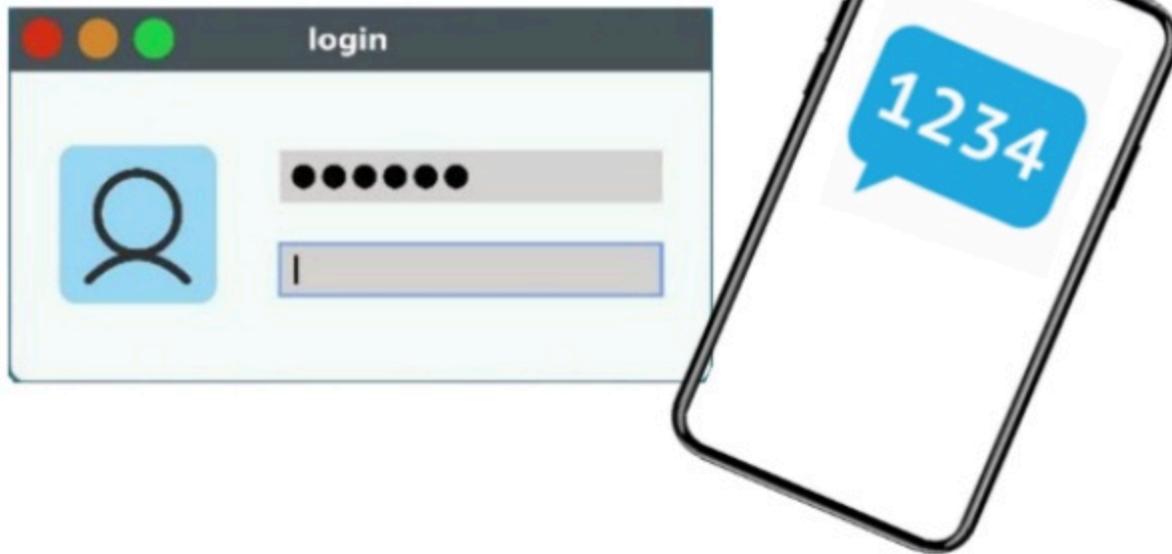


**Christabel Bugla**  
Customer Success

# Our Vision: Authentication will be “Stepped Up”

## LEGACY AUTHENTICATION

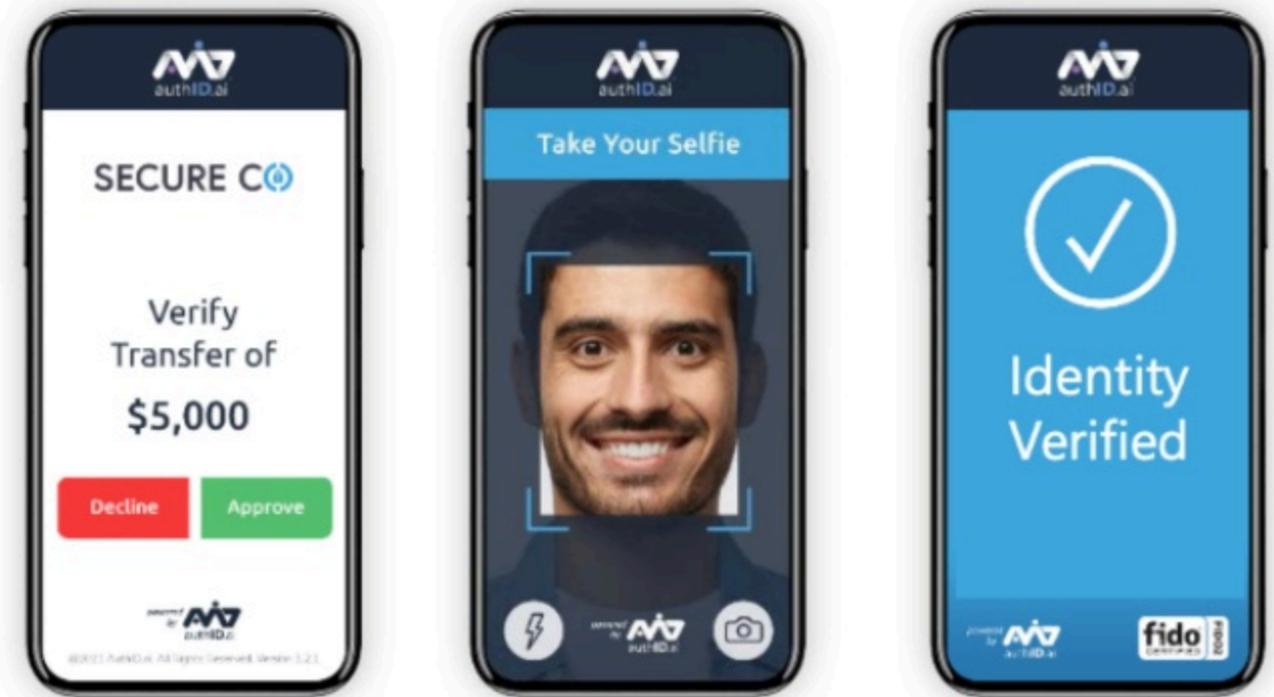
- High Friction
- Low Security



- Something you know (Password)
- Something you have (Pincode)
- *Easily phished and compromised*

## BIOMETRIC AUTHENTICATION

- Low Friction
- High Security



- Something you have (device)
- Something you are (Biometric)
- *Indisputable Audit Trail*

# Our Mission

Stop Fraud with  
Strong Identity Assurance

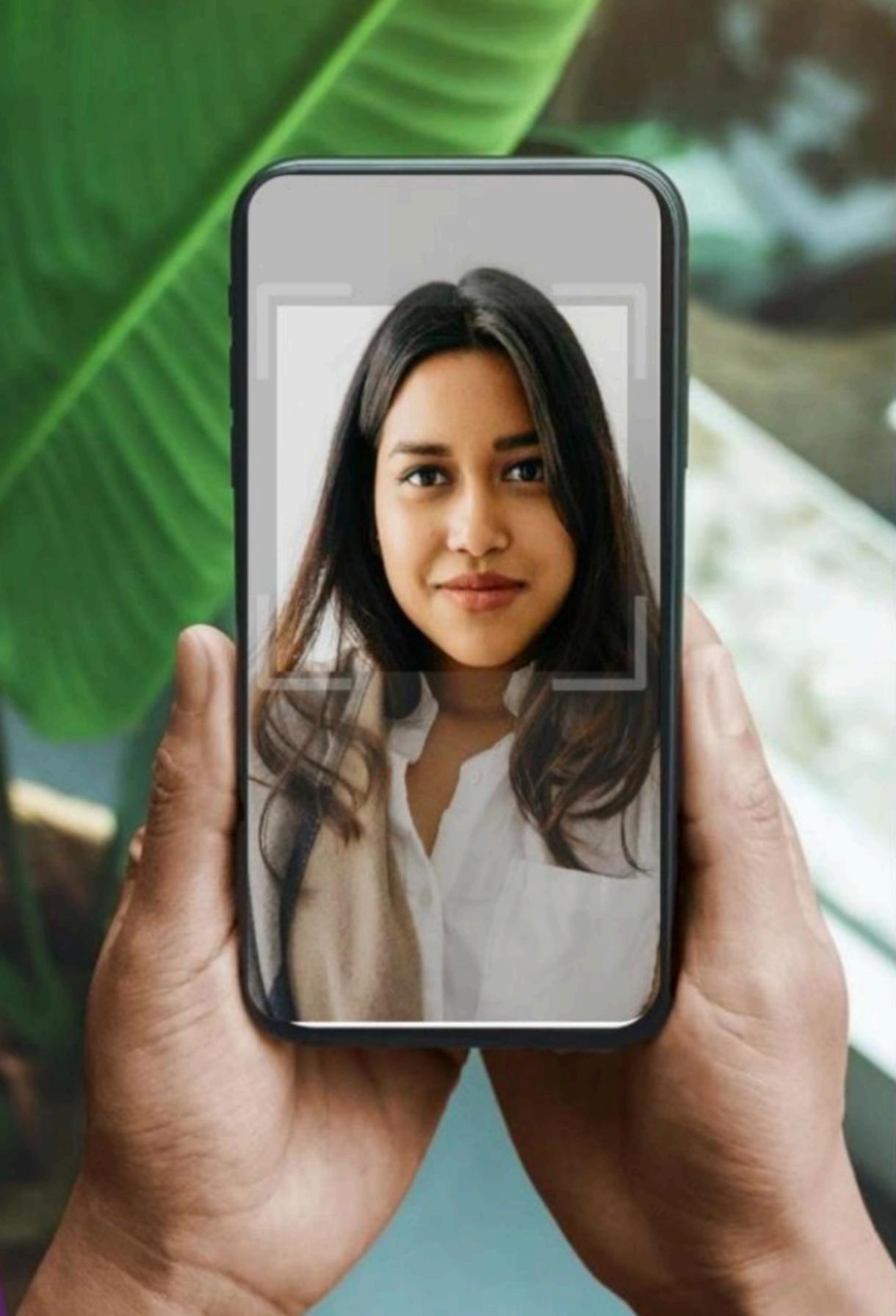
Recognise Your  
Customer™

without friction,  
whenever and wherever  
they transact.



**Biometric authentication is the  
heart of digital transformation**

**Falling Behind Is Not an Option**



# We now live in a digital economy

**“What we are seeing now is  
the greatest acceleration of  
digital banking in history.”**  
*- American Banker*



# Passwords aren't working anymore

**80%**

**of data breaches  
relate to password  
compromise**

Verizon<sup>1</sup>

**400%**

**Rise in OTP compromise  
via SIM swap fraud  
in just 5 years**

Which<sup>2</sup>

# The transformation gap

Your bank



- Greater exposure to fraud
- Hard-to-remember passwords
- OTPs requiring multiple devices
- Account takeovers too frequent

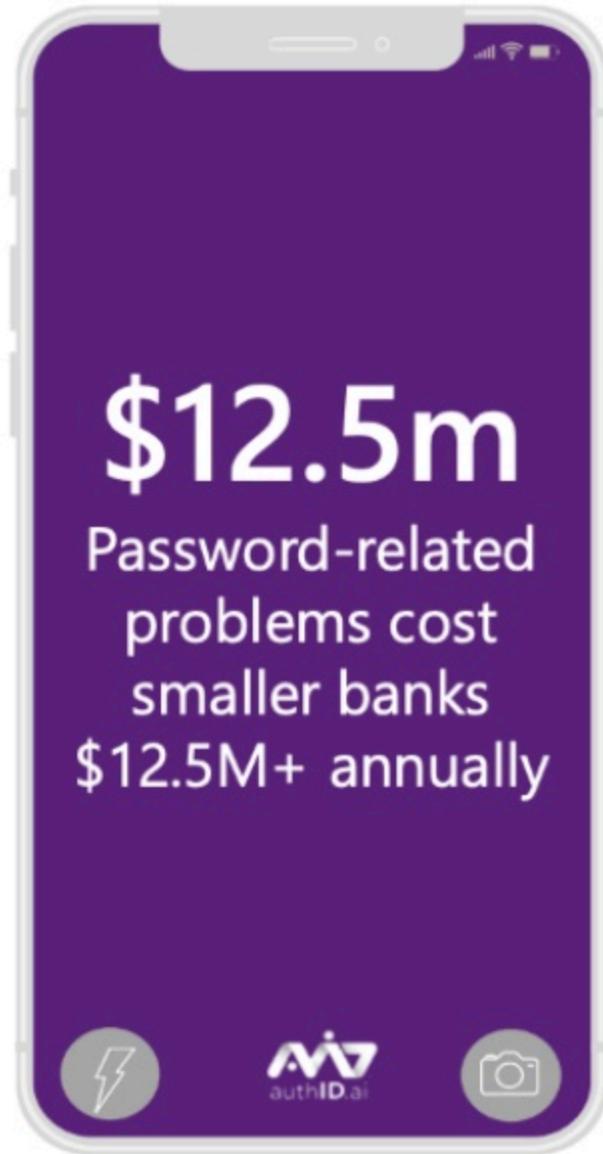
Your customer



- 57% would prefer passwordless authentication<sup>2</sup>
- 80% are comfortable with biometric authentication<sup>3</sup>
- Facial recognition is now perceived as the most secure authentication method<sup>4</sup>



**1.4BN+**  
**consumers will use  
facial biometrics for  
payments by 2025**  
Juniper Research<sup>1</sup>



**P/W fraud: \$7.63M<sup>1</sup>**  
Password and OTP compromise  
Account takeover

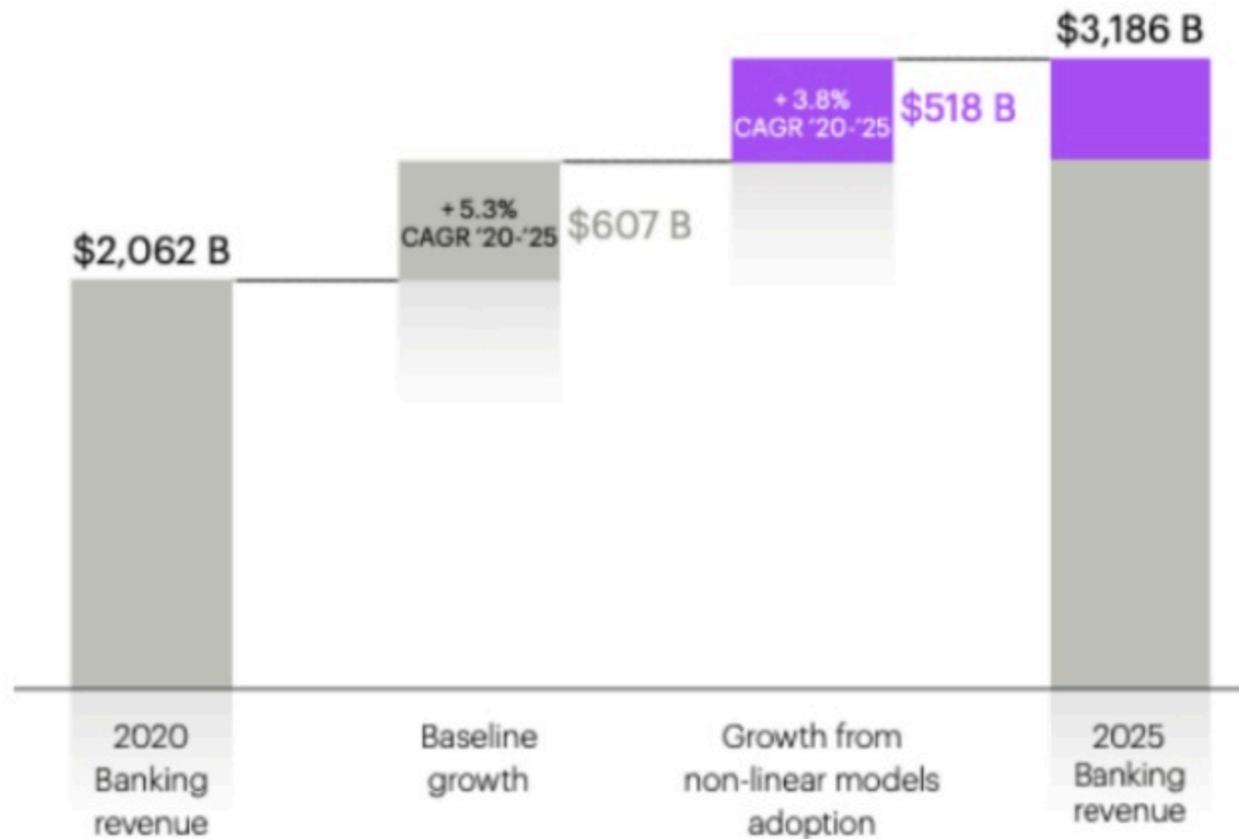
**Compliance: \$2.13M<sup>2</sup>**  
KYC/KYB breaches  
Fines for non-compliance

**P/W reset: \$2.13M<sup>3</sup>**  
Customer contact and service costs  
IT labor costs

**Attrition: \$0.66M<sup>4</sup>**  
Due to unwelcome friction and poor customer experience

Sources & Calculations:  
See slide notes.

# And password-related problems stand in the way of 3.8% growth



3.8% added revenue opportunity for traditional banks able to:

- Embrace new business models
- Align to new customer expectations
- Quickly onboard customer to new products

Source: Accenture, USA, *The Future of Banking*, 2021

# Digital Identity. The Perimeter to the New Economy

**92%**

**Of retail banks are increasing budget for digital transformation**

Roland Berger.<sup>1</sup>

**80%**

**Of businesses now have a customer recognition strategy in place (+26% compared to pre-COVID)**

Experian<sup>2</sup>

**22.7%**

**Projected CAGR for the Biometrics as a Service Market 2021 to 2026.**

Mordor Intelligence<sup>3</sup>

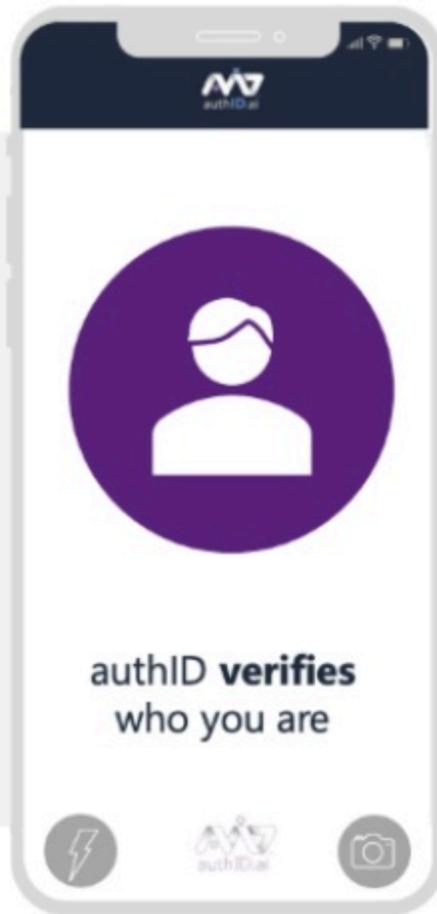
Sources:

1. Roland Berger, 2021 research cited by [consultancy.eu](https://www.consultancy.eu/);

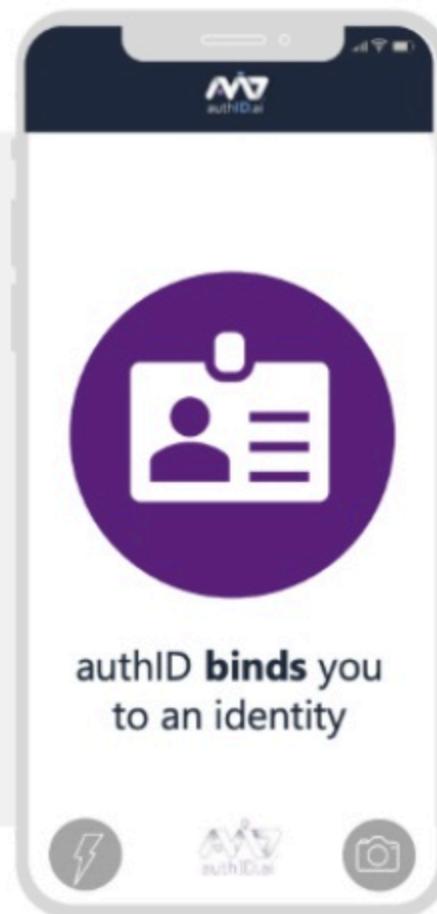
2. [Experian](https://www.experian.com/), *Global Identity Fraud Report*, 2021.

3. [Mordor Intelligence](https://www.mordorintelligence.com/) 2021 Report

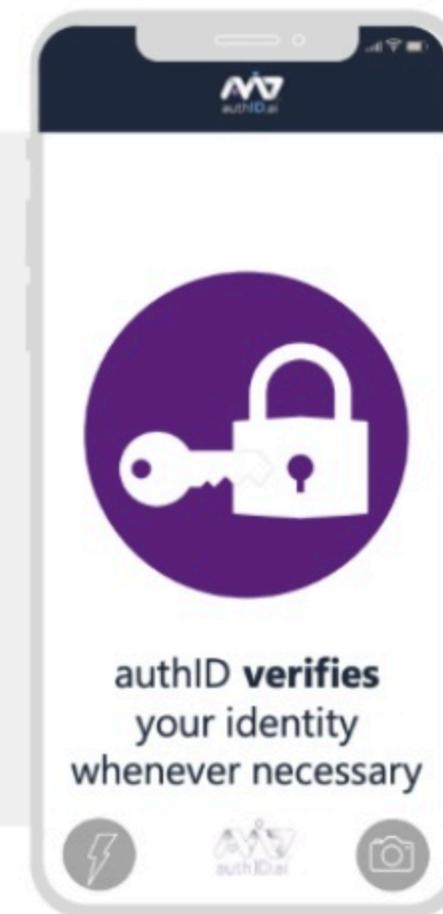
# What authID does



1



2



3

## The old way

Frustrating, fraud prone

Fraud-prone authentication

Password based (knowledge based)

Multiple app / browser tab authentication

Tied to dedicated devices

Frustrating user experience

## The smart way

Digital first, customer centric

**Verified™**

**Secure**

Fraud-proof authentication

**Unique**

Selfie based (of individual user)

**Simple**

In browser, no additional apps needed

**Portable**

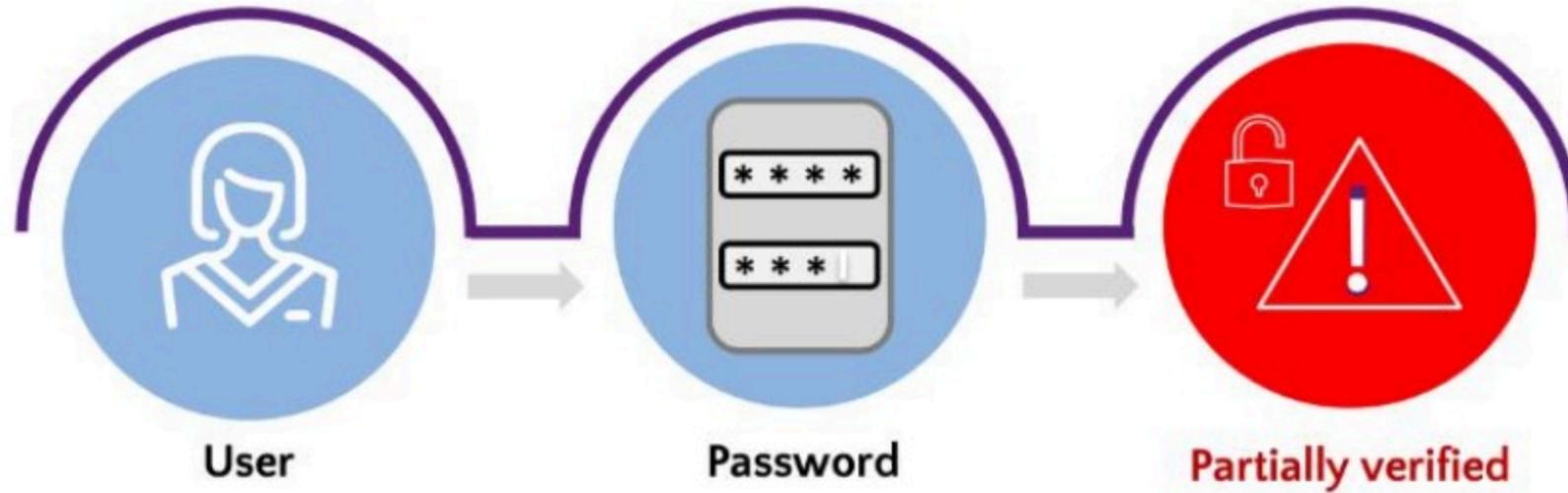
Cloud-based, people-based

**Easy**

All in one place, frictionless authentication



### How passwords fail you



Fraud-prone

Knowledge based

Frustrating user experience

### How authID transforms your business



Fraud-proof

Selfie based

All in one place, frictionless

Integrated