

Location

Validating accurate and reliable address data to ensure our customers can, with minimum friction, provide their products and services to the right people, in the right place.

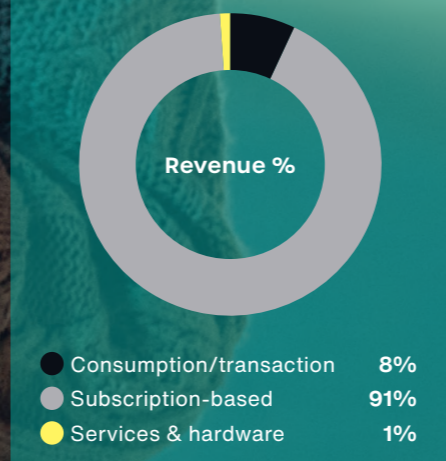
Helping every business in the world reach every customer in the world.

Address verification
Verification, correction and enrichment of location data.

Address capture
Real-time address capture powered by premise-level location data.

Location data
The most comprehensive premise-level location data in the world.

FY23 revenue
£76.9m
28% of Group Revenue



Delivering in the millisecond economy

From front-end experience to order fulfilment, we deliver speed and accuracy where it matters for business.

As one of the world's most trusted location data specialists, our address capture and verification capabilities deliver for businesses of all sizes and sectors. We provide fast, easy address input for improved consumer experience, enhanced data quality, higher delivery accuracy and increased conversion rates.

We go to market as a global solution offering local location intelligence, with in-country presence in the UK, Germany and the United States. With an international reach of over 245 countries and territories, 6,500 languages and the ability to handle more than 130 different address formats, our solutions offer scale and precision.

Starting this year with the launch of our next-generation address capture and verification solutions, we can now serve up to 10,000 location requests per second. This is a crucial distinction when managing eCommerce demand peaks such as Black Friday. Built on cloud-native technology, they are scalable, multi-platform solutions for business.

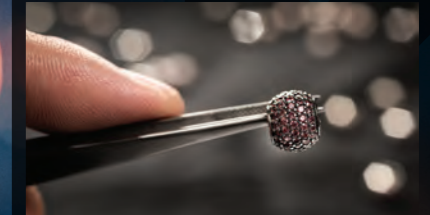
With no global addressing standard, AI powers our address parsing and verification capability, cutting through local complexity to match places our peers cannot reach. Launched this year, our AI Parsing engine currently serves 16 markets and will expand to 40+ markets over the next year. Its ability to handle non-address elements in both developed and hard-to-address markets delivers an average +7% boost to match rates – a key source of differentiation.

Our Location business model continues to evolve as we look to benefit from a range of partnership models, including reseller and OEM relationships. In FY23, we signed a partnership agreement with MapmyIndia to distribute our technology to its enterprise customers and extensive developer network operating throughout the Indian subcontinent.

Learn more at gbgplc.com

PANDORA

International commerce



Pandora is one of the world's largest jewellery brands. Its distinctive brand and contemporary products have been delighting consumers in more than 100 countries for over 40 years. As online shopping has grown in popularity, the business has successfully developed an eCommerce offering across its regions.

We partner with Pandora's online experience team to deliver address capture and verification capabilities, reducing friction and enhancing customer experience on its UK online store.

With the power and accuracy of these capabilities proven, we are now working to deliver the same smooth online checkout process to Pandora's US store. Following a successful proof-of-concept test on transactions in this market, Pandora achieved a 10-15% reduction in manual address corrections. This step change in location intelligence performance prompted Pandora to switch from its previous provider to the GBG solution.

Building on these successes, our partnership with Pandora is going global. Over time we will roll out our market-leading Loqate solution across their new eCommerce platform, meaning that over time we'll serve consumers with speed and accuracy across Asia-Pacific, Europe and the Middle East.

Hear from
Christian Schiott Drost, Digital Product Manager, Pandora

Identity

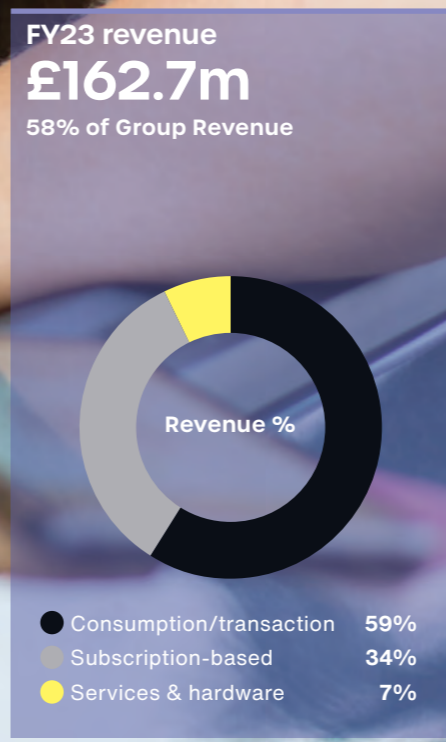
Our digital identity verification technology and breadth of data and documents build customer trust for successful businesses, removing barriers to onboarding, enabling in-life transactions and reducing time-consuming tasks for consumers.

Data verification
100s of global data sources layering trusted consumer insights.

Biometric authentication
Complete biometric identity proofing in seconds.

Document verification
1000s of global identity documents preventing identity fraud.

We make it easy for businesses everywhere to identify customers and keep everyone safe from fraud.



Building end-to-end trust for business

As the leading expert in digital identity, we help businesses build trust across the complete consumer lifecycle, from onboarding to in-life transactions.

We work with hundreds of identity data suppliers globally, providing our customers with instant access to the breadth and depth of insight needed to determine trust. Every day, millions of consumers around the world interact with our trust-building portfolio of identity data and document verification technologies without ever knowing it.

The launch of Multi Bureau creates an innovative new approach to data-orientated identity verification. Searching across multiple credit bureaus is driving a double-digit boost to match rates and accelerated customer onboarding for our customers who can now access verified credit records across multiple bureaus in Australia, Canada and the UK for gold-standard due diligence.

The acquisition of Acuant increased our presence in the world's largest market, the United States and broadened our capabilities. We now offer a global library of 8,000 identity documents to power identity proofing and biometric authentication within an integrated global data and document portfolio. With minimal user interaction, robust software development kits and AI-powered tamper-proofing, verification is completed quickly and accurately to provide a strong digital defence against identity fraud.

We also extended omnichannel access to our award-winning identity-proofing technologies with the launch of GBG GO in the Americas. This no-code, cloud-based solution builds on the orchestration platform developed by Acuant, empowering businesses to create dynamic customer onboarding journeys that connect to the right checks at the right moment, reducing risk and maximizing customer conversion.

Across the consumer lifecycle, we continue to partner with our customers to ensure they can go to market with confidence, knowing their customers and growing their business at speed.

Learn more at gbgplc.com

ONTO
Electric car subscriptions
EMEA customer

Onto launched its electric car subscription service in 2018, which has now grown to become one of the largest fleet of electric cars in the UK with over 7,000 vehicles. Onto's mission is to offer an affordable, flexible and accessible way for people to drive electric and provide an all-inclusive, hassle-free service for subscribers.

We partner with Onto, integrating with its platform to deliver secure customer due diligence on documents and data behind a single API call, ultimately enhancing the experience of their subscribers.

When a customer requests a booking, they present their driving licence and submit a selfie. We securely authenticate and verify the customer's identity, checking their entitlement to drive and confirming the genuine presence of the licence-holder in as little as thirty seconds.

Simultaneously, our data verification solution feeds Onto with instant access to accurate, up-to-date affordability background checks, using personally identifiable information (PII) submitted by the customer, so the whole booking process is a simple, low-touch experience for everyone.

Hear from
Carenza Harvey,
Senior Product Manager, Onto

Digital identity trends

What's putting digital identity at the heart of trusted transactions? We take a look at some of the digital trends and trust-building technologies that are driving due diligence across the customer lifecycle.

Structural change

In today's digital world, consumers, businesses, citizens and governments are increasingly interconnecting online. The pace of digital transformation in our lives has significantly accelerated over the last few years; particularly during the global pandemic, however the structural changes in the way we live, work and transact with each other are ongoing.

Digital-first behaviours formed during the pandemic mean that we are more comfortable operating online. People adopted mobile banking, remote working, digital payments, or tried online grocery for the first time, and these shifts in behaviour and consumption create an enduring opportunity to put digital identity at the centre of trusted transactions.



Fraud stays a step ahead

As fast as the digital world accelerates, fraud stays one step ahead. The same period has seen the rapid industrialisation of fraud and financial crime. Data breaches and the dark web put identities on sale and sophisticated fraud technologies lead to increasingly audacious attacks, victimising unsuspecting individuals all the way up to the biggest financial institutions.

As criminal methodologies have evolved and automated, the battle to beat fraud and limit losses begins at the first customer interaction and continues across the customer lifecycle. Businesses must increasingly take an integrated approach to fraud detection and prevention, building an end-to-end fabric of identity insights and ongoing transaction risk assessments that allows for a more holistic view of the changing risk level in any customer relationship.

360-degree view of digital identity

A holistic understanding of identity is essential to building trust in customers and transactions. Deterministic checks of identity data and documents, social security numbers and biometrics, now work alongside probabilistic checks of the metadata created by digital life. Is a mobile device omitting fraud signals, such as a recent SIM swap, for example, or is an email address 10 years or 10 minutes old?

A 360-degree view of digital identity is essential at onboarding and across the customer lifecycle to ensure an established relationship hasn't been compromised, and that this is still a good customer returning time and time again. Brands that get multi-factor digital identity right, layering active and passive checks, make life harder for fraudsters and easier for genuine customers, helping to speed up authentication and transactions.



Customer experience and due diligence

Speed and convenience matter as much as security for successful businesses building user experiences that inspire trust. Consumer tolerance for poor digital experience is low; in the millisecond economy, we choose whoever gives us what we want with the least hassle and the least possible delay. Recent research suggests 80% of consumers consider the experience a company provides to be as important as its product or service.

In a competitive digital economy where every click counts, providing an excellent customer experience with minimal friction matters. The countervailing needs of customer due diligence and convenience are increasingly served by automated identity and detection solutions. Orchestrated customer journeys that dynamically adjust to offer greater speed, greater scrutiny, and consumer choice for the type of identity checks are meeting these needs.

Regulation drives investment

Business investment in digital identity verification and fraud prevention are driven in large part by regulatory requirements. Differences between jurisdictions continue to create market preferences for identity and fraud solutions and compliance capabilities around the world.

Strong customer authentication requirements for eCommerce in Europe have led to focused investment in solutions helping to prevent card-not-present fraud. Similarly, AusPayNet's Card Not Present Framework in Australia and the risk-based authentication framework in Malaysia are driving investment in multi-factor authentication from APAC financial service providers.

Meanwhile, rigorous KYC regulations in Australia have led to enhanced customer

due diligence and a strong focus on compliance solutions. By contrast, US businesses must comply with a comparatively weak identity construct and consequently synthetic identity fraud is a significant problem in that market that GBG can help to solve with its multi-layered identity verification solutions.

Reusable digital identity

While global standards for reusable digital identity remain a distant prospect, national digital identity ecosystems are beginning to emerge that regulate electronic proof of identity. As policymakers and digital identity verification technology providers continue to collaborate, it paves the way for the wider adoption of reusable digital identities, facilitating regulatory compliance and building confidence in online identity verification.



In the United Kingdom, the launch of the Digital Identity & Attributes Trust Framework in 2022, set standards for digital identity verification technology, security and evidence within UK jurisdiction. The government-authorised framework provides organisations and individuals with the benefits of reliable and reusable certified digital IDs. GBG is a certified digital identity provider to the UK's trust framework and is pending accreditation assessment as a certified provider of Australia's Trusted Digital Identity Framework which aims to provide a reusable digital identity for simpler, safer and more secure identity verification online.

PAYFARE Financial services Americas customer



Payfare is a global fintech company providing digital banking plus instant access to earnings and payments for gig workers. Based in Ontario, Canada, Payfare serves the likes of Uber, Lyft, DoorDash and other businesses driving today's on-demand economy across North America.

We partner with Payfare to deliver data and document identity verification at customer onboarding with the same speed and reliability demanded of a digital bank promising instant pay. Together, we have optimised applications, increasing Payfare's auto pass rate by mid-single digits to avoid slow, resource-heavy manual processing.

Of course, security and speed both matter for financial services. Payfare can be confident of its customer due diligence, reducing fraud risk, meeting regulatory requirements and its own high standards of excellence, even as it continues to set the pace for digital banking services.

Over three years of rapid expansion with some of the world's biggest gig platforms, we have helped Payfare scale up, delivering 100% uptime with zero outages to meet the 24-hour service expectations of an always-on digital bank.

Hear from
Su Young Chun,
Chief Compliance
Officer & Head of
Customer Support,
Payfare Inc.

Fraud

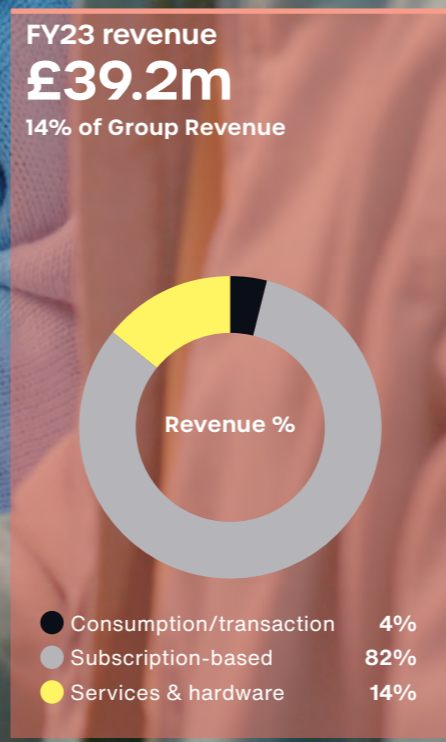
Offering real-time protection and regulatory compliance protection against modern-day financial crimes, identifying and helping to prevent or pursue bad actors to avert crimes such as identity, application and transaction fraud.

We take a proactive approach to fighting fraud and delivering industry-leading due diligence.

Combating origination fraud
AI-powered screening for automatic onboarding or referral of customers.

Transaction fraud monitoring
AI-powered detection and decisioning reducing fraud in real-time.

In-life fraud investigation
Data mapping people and behaviours to deliver new insights.



Creating a safer digital world

Our fraud prevention solutions protect businesses against complex financial crime while helping to provide a frictionless experience across the customer lifecycle. From onboarding to in-life transaction monitoring, our end-to-end fraud and compliance solutions deliver real-time insights, building trust and strengthening brand reputation.


Our market-leading fraud risk management platform protects some of the largest banks and financial services institutions across Asia-Pacific and Europe through application and transaction fraud monitoring solutions. We continue to expand into Southeast Asia, taking advantage of favourable market conditions to move into the Philippines, Thailand and Vietnam over the last eighteen months.

We are leveraging our consortium fraud capabilities from the Americas with increasing deployment across Asia, most recently in the Philippines. This is helping our customers fight fraud more effectively with cross-industry intelligence and real-time alerts. As we look to the future, we will enhance fraud prevention across Asia-Pacific with the launch of our next-generation financial crime studio; AI-powered detection of new and sophisticated patterns of fraud combined with huge scale in transaction volumes.


Cyberattacks continue to drive identity fraud and market demand for solutions that signal data theft. Following large data breaches in Australia last year, we accelerated the launch of GBG Alerts, a market-first proposition that flags exposed personal information for re-authentication, protecting both consumers and our customers from fraud. Following initial success, businesses are reporting a significant uplift in identity fraud detection as a direct result.

We also maintain a powerful fraud investigation capability in the United Kingdom which enables our customers to identify connections between people, places and businesses; uncovering hidden connections to offer a better understanding of people and behaviours. Our powerful matching algorithms now serve both public and private sectors; tracing individuals, understanding relationships and detecting complex financial crime.

Learn more at gbgplc.com

AMP 

Financial services
APAC customer



AMP Bank provides customers with home loans, deposit and transaction accounts in Australia. It has a long history of helping customers save, invest and achieve their financial goals, and has undergone a rapid digital transformation in the last decade.

We partner with AMP to provide a complete platform of digital identity verification and compliance risk management; onboarding customers securely and monitoring customer transactions across channels to protect both AMP's business and customers from financial crime.

But partnering is not just about bringing a product to a problem. As experts in global digital identity, we can leverage our global insights and expertise from other regions such as the Americas, to work alongside AMP and deliver fraud and compliance solutions prepared for new and emerging fraud threats.

Following the Optus data breach in 2022 which left as many as 10 million customer accounts in Australia exposed, we worked with organisations such as AMP and the Australian Government's Document Verification Service to help manage the increased risk of identity theft. This included an extra, mandatory re-authentication step for exposed identities in transactions and the introduction of GBG Alerts, a market-first in Australia, that shares real-time intelligence of possible fraud between companies.

Hear from
Michelle Reinisch,
Business Management & Financial Crime Director, AMP Bank

