

# Unlocking the Power of Business Verification (KYB)



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# The KYB market is shifting

- Regulatory Pressure Drives Demand
- Fraud Prevention Use Cases Emerging
- Strong Investment into the Space
- Buyer Demands are Unmet

**205**

Jurisdictions committed to FATF standards<sup>4</sup>.

**12%**

Fraud due to merchant fraud<sup>5</sup>

**\$1.3B**

Invested into KYB since 2020<sup>1</sup>

**46**

M&As since 2021<sup>1</sup>

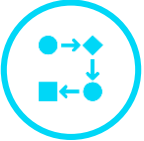



**46%**

Buyers say data quality is an issue<sup>3</sup>

**8-12**

Vendors used by buyers of KYC / KYB<sup>6</sup>

# Solutions have tried to address key problems

	Problems	Causes	Current Solutions
	KYB processes can take weeks	Manual processes are lengthy & costly	New automated entrants
	Businesses face global regulatory risk	Regional regulations shift constantly	Legacy incumbent solutions
	Merchant fraud is an emerging issue	KYB solutions lacks fraud capabilities	Merchant onboarding / monitoring solutions
	Vendors stacks are too complicated	Solutions are single point-solutions	Account opening platforms











# Vendors have had mixed results

## New Automated Entrants

## Legacy Incumbents

## Merchant Onboarding Solutions

## Account Opening Platforms

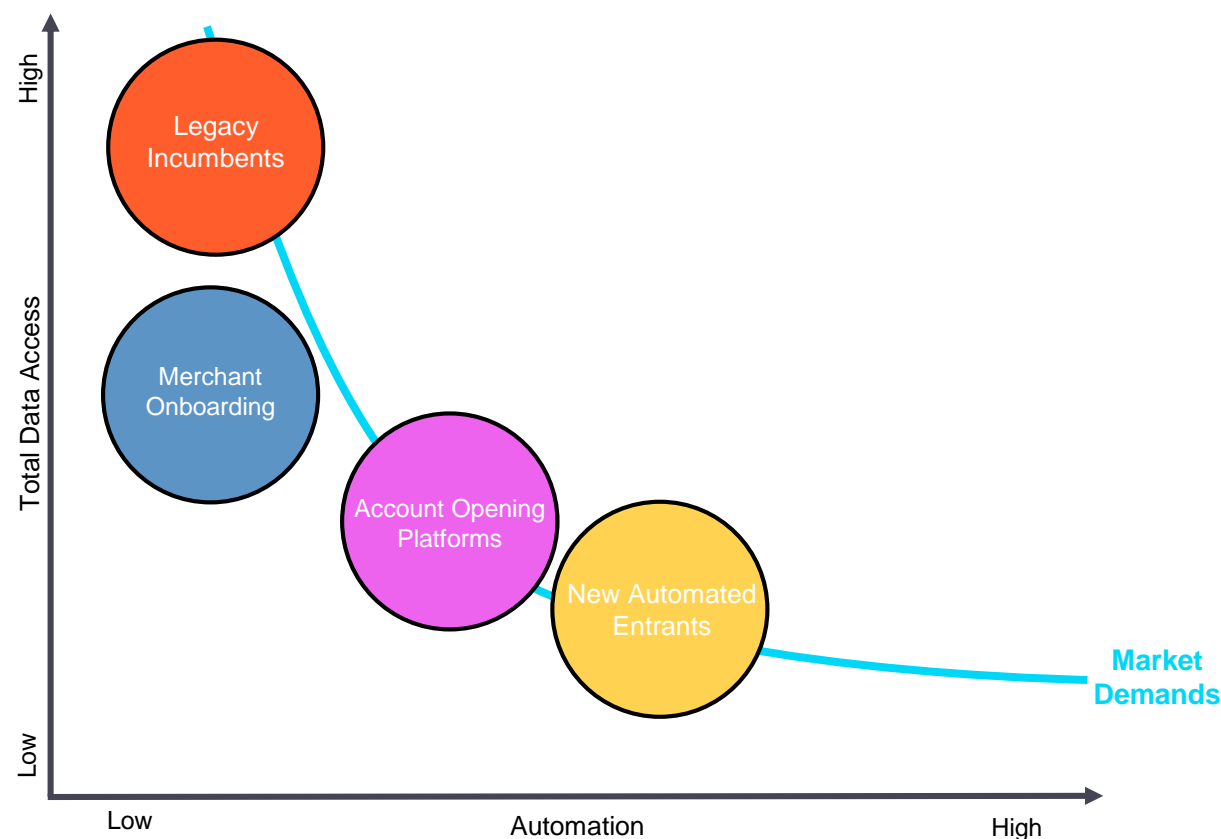
	New Automated Entrants	Legacy Incumbents	Merchant Onboarding Solutions	Account Opening Platforms
Example Vendors	 Middesk  Kyckr  SAYRI	 BUREAU VAN DIJK  ZENWORK®  dun & bradstreet	 G2  LegitScript	 Trulioo  veriff
Approach	Automation to streamline processes	Large global data	Multi-faceted platforms	Use KYC data to ID UBO
Success	Medium	Medium	Low	Medium
Challenge	Not global, creating gaps	Outdated datasets create manual processes	Lack of focus at account opening	Mostly repackaged consumer KYC data

# Buyers today are forced to make a choice

- Large datasets, but highly manual
- Lack of focus, falling behind
- Consumer-focus creates data gaps
- Still highly regional

## Current Market Opportunity for KYB Vendors

*Chart is illustrative*

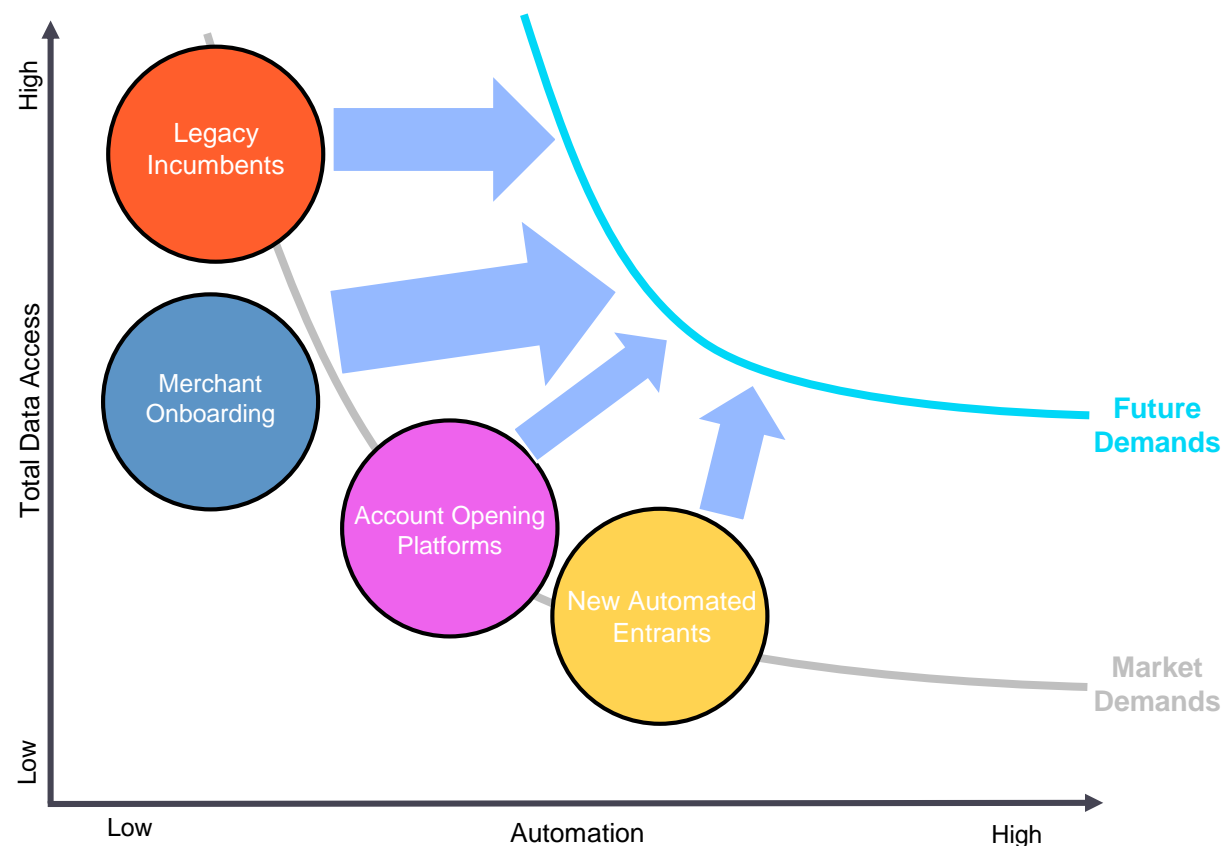


# Future demands will center on automation

- Investment into tech needed
- Need to build actual products / solutions
- Add quality entity data
- Acquire global data sets

## Future Market Opportunity for KYB Vendors

Chart is illustrative: Arrow size indicated magnitude of movement



# Future-facing vendors will have strong tailwinds

- 1 Regulations drive demand
- 2 Enterprises expect automation
- 3 Fraud can drive further adoption
- 4 Regional data is hard to obtain
- 5 Criminals are a step ahead of solutions





# Investors, buyers, and vendors should act now

- **Investors:** Large, expanding TAM
- **Buyers:** Get a strong ROI solving fraud and compliance issues
- **Vendors:** Opportunity to consolidate the current technology stack



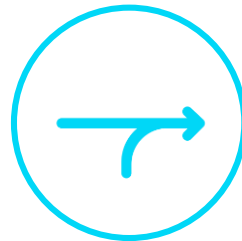
## Investors

We anticipate a large, **\$8.2B total addressable market (TAM)** for vendors in KYB in 2023



## Buyers

Buyers can reduce fraud and compliance costs, **saving 3-5x** by choosing the right vendor



## Vendors

**\$1.2B invested** into KYB, well capitalized vendors can capture the emerging market opportunity

Meet us at  
**Booth #1342**

Or scan the code to  
learn more online:





# THANK YOU!