

## Use Case

# Stop SIM swap fraud before it compromises accounts

## The threat of SIM swap fraud

SIM swap fraud presents a significant threat to both individuals and financial institutions. Fraudsters hijack a mobile number, bypassing multi-factor authentication (MFA) to gain access to sensitive accounts. By swapping or transferring a SIM card, they exploit vulnerabilities in mobile provider security. Combined with stolen personal information, this technique provides an entry point for unauthorised account takeovers (ATOs).

While preventing the SIM swap itself can be difficult, Cleafy focuses on proactively stopping the resulting ATO attempts. **Our approach ensures customers and financial institutions are protected before fraudsters can exploit compromised credentials.**

## How Cleafy detects SIM swap fraud

Cleafy uses a sophisticated system that correlates behavioural, transactional, and device-based anomalies in real-time, providing unmatched fraud detection.

### Behavioural anomalies

- Unrecognised devices or networks
- Out-of-pattern biometric intelligence behaviour
- Suspicious geolocation shifts



### Transactional red flags

- Transfers to unfamiliar payees
- Transactions outside usual spending patterns
- Large transfers to new regions



### Device intelligence

- Shared device usage - multiple users accessing from one device



By analysing these factors collectively, **Cleafy identifies and interrupts fraudulent activities without disrupting legitimate user experiences.**

# Proven capabilities that make the difference

## User behaviour prediction

Advanced machine learning interprets behaviour and biometric cues to validate identities before authentication concludes.



## Tamper detection

Proprietary technology detects unauthorised content manipulation, even with new and unrecognised malware.



## Risk propagation

By linking compromised victim devices to associated fraudster devices, Cleafy amplifies detection and response capabilities.



## Real-time threat intelligence

Continuous updates from Cleafy's dedicated team ensure early identification of emerging ATO tactics.



## Customisable defence responses

Tailored responses align seamlessly with institutional needs, balancing security and usability.



# Benefits to banks and financial institutions

## 1 Strengthened fraud prevention mechanisms

## 2 Minimised fraud-related losses

## 3 Seamless customer experiences with reduced friction

Cleafy offers a reliable, intelligent solution to **protect your customers and business** from the growing threat of SIM swap fraud.



# Protecting against tomorrow's threats today

## Global presence

Cleafy secures billions of transactions from over **100 million accounts globally.**



## Innovation

**79 technology patents** and ongoing advancements.



## Customer trust

**100% customer retention** year on year.



## Learn more today

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