



## Flowe chooses Cleafy for online fraud protection

*Milan, Italy - 14th February 2023* - Cleafy became officially Flowe's fraud management provider.

Owned by Banca Mediolanum, Flowe is a Bcorp and Benefit company, a fully digital and innovative payment account which manages today over 600K clients. Their mission is to make people's lives easier by offering smart, simple and transparent financial products, always putting ahead the importance of a more sustainable world.

To this purpose, the digital bank was looking for a top-in-class fraud management solution that could guarantee high operational efficiency, complete visibility, and fast response on their mobile banking service. Moreover, Flowe needed to rely on an agile solution that could be easily integrated with the internal tech ecosystem and ensure complete flexibility to product development.

"We were looking for a solution that could help us improve our fraud management system quickly and could grant a seamless digital experience to our customers." said Roberto Sommacal, Head of Digital Product at Flowe "For us, it is necessary to ensure a constant product development that follows the evolving needs of our customers."

By adopting Cleafy's detection algorithms and response mechanisms, delivered via Google Cloud's powerful and secure computing technology, the bank is going in the right direction to become one of the safest digital banking SaaS in the world.

"We are proud to work with such an innovative bank as Flowe is," said Alessandro Bisignano, VP of Global Sales at Cleafy. "Our fraud analysts, customer engineers and local representatives will make sure the bank could benefit 100% from the Cleafy platform, reducing fraud risks and guaranteeing the best and safer product usability to its customers."

To know more about Cleafy, visit [www.cleafy.com](http://www.cleafy.com).



### **About Flowe**

Flowe is a Benefit company, BCorp and Carbon Neutral of the Mediolanum Group, which aims to educate young people in terms of innovation and economic, social and environmental sustainability.

Flowe wants to help people live better and in a more sustainable way, fighting the climate crisis and reducing the impact generated by their actions. Flowe is a payment account that not only helps its users to monitor the CO2 produced by their purchases but compensates for it by planting trees in Guatemala.

Through its mobile app and growing partner ecosystem, Flowe aims to build a world where individual BetterBeing translate into common good.

### **About Cleafy**

We are a team of fraud hunters, cybersecurity experts, data scientists, and software engineers that since 2014 share the same dream: make technology a safer place.

That's why we designed a technology that identifies and prevents financial frauds in real-time while ensuring a safe and seamless user experience.

Recognized as a market leader by industry analysts, today, we protect over 60M+ users of top-tier retail and corporate banks against online financial fraud.