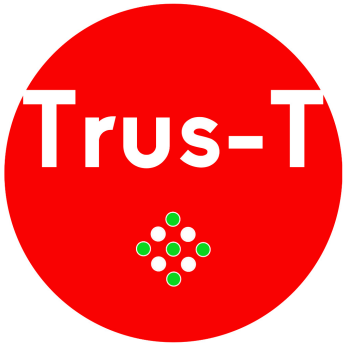

Trus-T is the orchestration layer that delivers –

Simple, Secure and Trusted Digital Services

Trus-T is powered by Avoco Secure technology

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Contact: sandy.porter@avocosecure.com

Trus-T

PROBLEM

Users want to transact in a simple, secure, trusted and low friction manner.

Solutions that use identity online fail to meet these criteria

The higher the security and trust level targeted

The more difficult it is to identify a person and the friction for user increases

Trus-T

PROBLEM

The inability to reuse user identities and their data in a trusted manner across different websites is a major hurdle

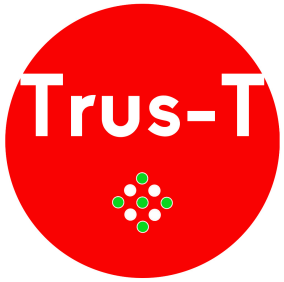
It increases frustration and friction in users

Drives up costs for services

Reduces customer acquisition

Impacts security and trust

The Trus-T Solution:



- A new way to enable different identities to work across all services in a frictionless and trusted manner
- It enables people to use or apply for products like bank accounts, insurance, mortgages, payments online etc..
- It builds trusted and secure pathways between online services and the people using them
- Verified data and events can be shared and re-shared under user consent and control
- It is a dynamic trust hub that is an orchestration layer for data and identities

The Trus-T Product:

Trus-T

- Powered by Avoco Secure's proven, tried and tested technology used for accessing UK Government services
- It goes beyond a simple hub model as deployed in, for example, UK Gov Verify and the Canadian Gov credential broker
- Data and events can be pulled in and layered onto identities to increase their trust or shared with online services under user consent
- Consents can be audited and held in an immutable record on a blockchain
- A low friction, highly trusted, scalable and secure cloud service is delivered at low cost

TOTAL AVAILABLE MARKET

14.82 BILLION

VALUE OF IAM MARKET BY 2023

1.6 BILLION

GLOBAL MARKET FOR FEDERATED SINGLE SIGN ON BY 2021

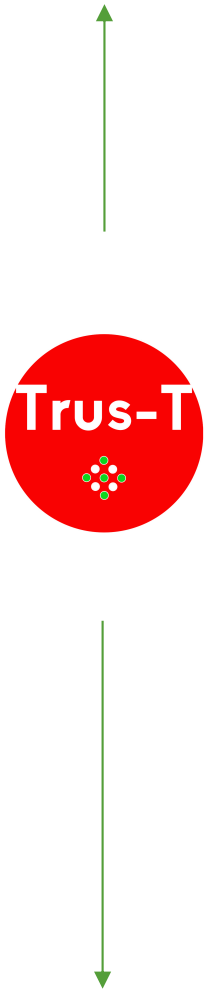
3. 5 BILLION

VALUE OF BLOCKCHAIN IN ID SERVICES BY 2024

Trus-T vs THE COMPETITION

Trus-T has full extended and functionality, incl. blockchain, consent management (multi-protocol translation and support), rules engine and built in open-banking, support for multiple protocol and diverse Identity federation and the ability to uplift identities

Trus-T is Fast to deploy, Low cost of deliver and operation- Value for money



Some competitors include blockchain but have no consent receipts, are expensive to set up and license, provide single protocol support only, lack rules engine with granular policies, have reduced functionality, do not support multiple deployments or dynamic federation and uplift…

Rules engine – perfect fit for each service provider

Works across multiple open standards including protocols

Attribute broker– extends functionality pulls additional data into ecosystem

Allows flow of data using consents and personal data management

Highly scalable, low operating cost and fast to deploy

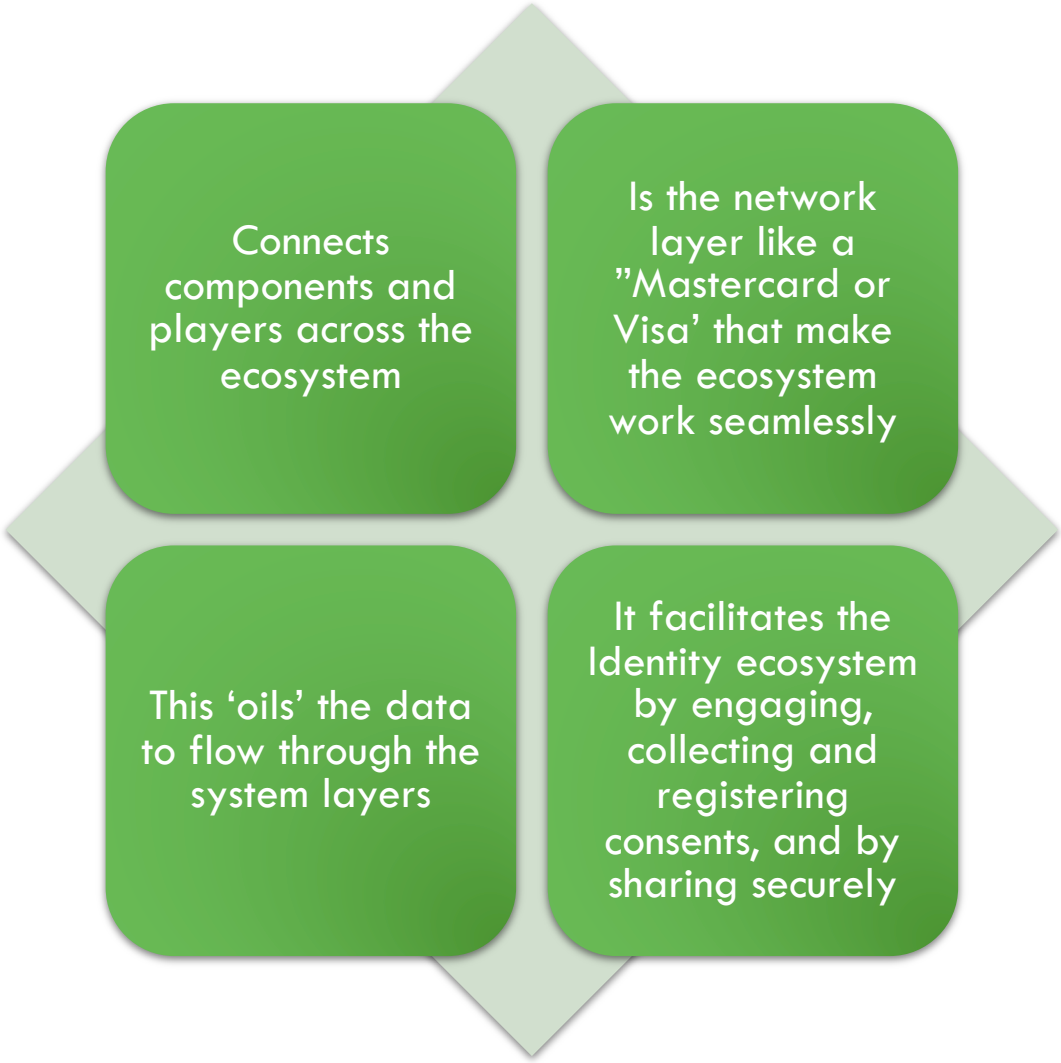
Builds connections and oils the identity ecosystem

Trus-T

COMPETITIVE ADVANTAGES

PRODUCT

Trus-T



REPEATABLE MODEL

- Trus-T builds a repeatable model based on:
  - Translation of standard protocols
  - Re-use of existing identity accounts
  - Enrichment of data
  - Uplift/verification of existing data sets
  - Rules to drive transactions based on events

BUSINESS MODEL:

Leverage the existing Identity Players

amazon

300 million user accounts each can be used with Trus-T

10% of the Belgium population user accounts each could be used via Trus-T

Hundreds of millions user accounts each could be used with Trus-T

Hundreds of millions user accounts each could be used via Trus-T

3.5 million user accounts each can be used via Trus-T

BANK IDs

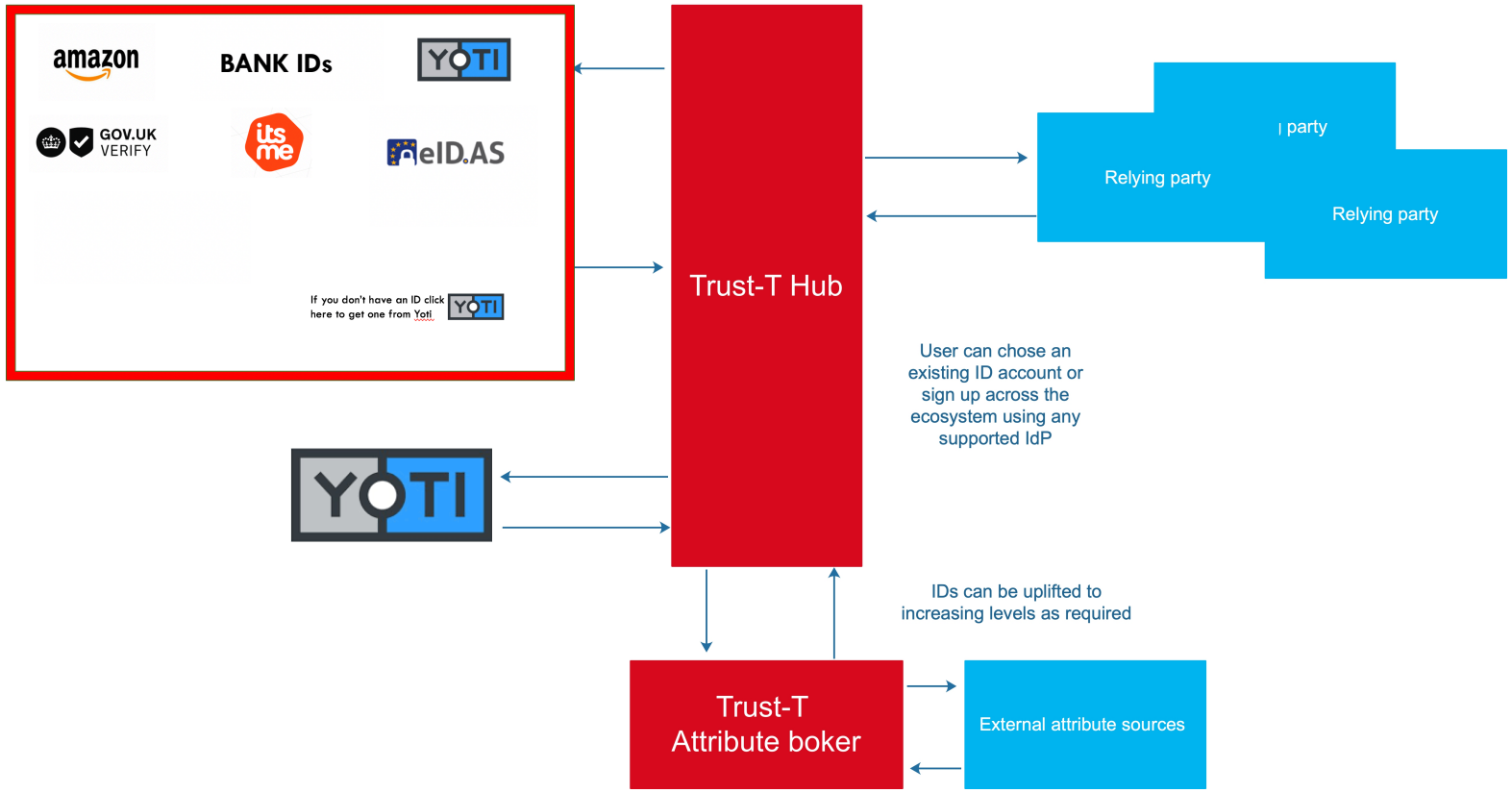
Millions of users augmented by Trus-T

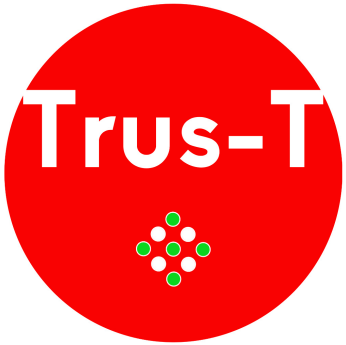
4 million user accounts can work with Trus-T

And - Retail IDs, National IDs, Self Sovrin IDs & Commercial IDs could be used with Trus-T

TRUS-T FEDERATION: GENERAL

IF USER HAS NO ID REDIRECT TO YOTI FOR ONE.





AVOCO secure

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Finance, Government, Health, Insurance, Retail and Commerce…

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