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ASIA EDITION

Singapore's tech company Credify inks MoU with Vietnamese startup Med247

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Collaboration to accelerate online and offline healthcare services and access to patient-centric healthcare insurance services



Credify, a provider of multi-service ecosystem connecting consuming services, and Med247 - a startup operating in the field of online and offline healthcare, have signed a Memorandum of Understanding on March 31, 2021.

Through this collaboration, Credify will open up opportunities for Med247 users to access contextually relevant credit, banking and insurance services through its the company's cross-service exchange platform (serviceX).

Credify and Med247 were connected through, and are being actively supported by, Shinhan Future's Lab - the investment organization that specializes in supporting Fintech start-ups through networking, mentoring, and creating a professional working environment, connecting them with investors.

Credify is a Singaporean software technology company founded in 2019, and has developed an award-winning Online User Data Passport system (idX). With idX users have full control over their personal information, deciding what information is shared with whom and for what purposes. On this foundation, Credify has developed an embedded finance platform for cross-selling of financial products and services(serviceX) in digital ecosystems.

Credify's service provider ecosystem is rapidly expanding, with trust being placed in Credify's technologies optimized, safety, security and auditability.

Credify helps reach the right target customer-segment of businesses.

In addition to the Online information passport, Credify has developed a platform for businesses to reach their target, or ideal, customers more quickly, accurately and efficiently, all driven by user consent.

According to Credify, they provide a single platform that enables service offerings across multiple ecosystems, all through a simple to integrate and use interface. serviceX connects financial service providers with digital ecosystems by embedded

access to their services in a seamless and intuitive way. Users benefit by receiving services tailored to their needs and rich incentives for engagement. ServiceX has a function that anonymously classifies and selects customers that are most suitable for the criteria and business goals of each company.

The above features effectively support financial service providers to optimize the cost of acquiring customers. In the context of saturated online and traditional sales channels, serviceX is a great solution for digital transformation through embedded finance. This takes full advantage of the growth of the sharing economy and the power of technology to benefit both businesses and users, with the users having greater confidence that owners of the digital services they employ treat their privacy as a first-order priority, resulting in a higher level of user willingness to engage more deeply and to a higher degree of value.