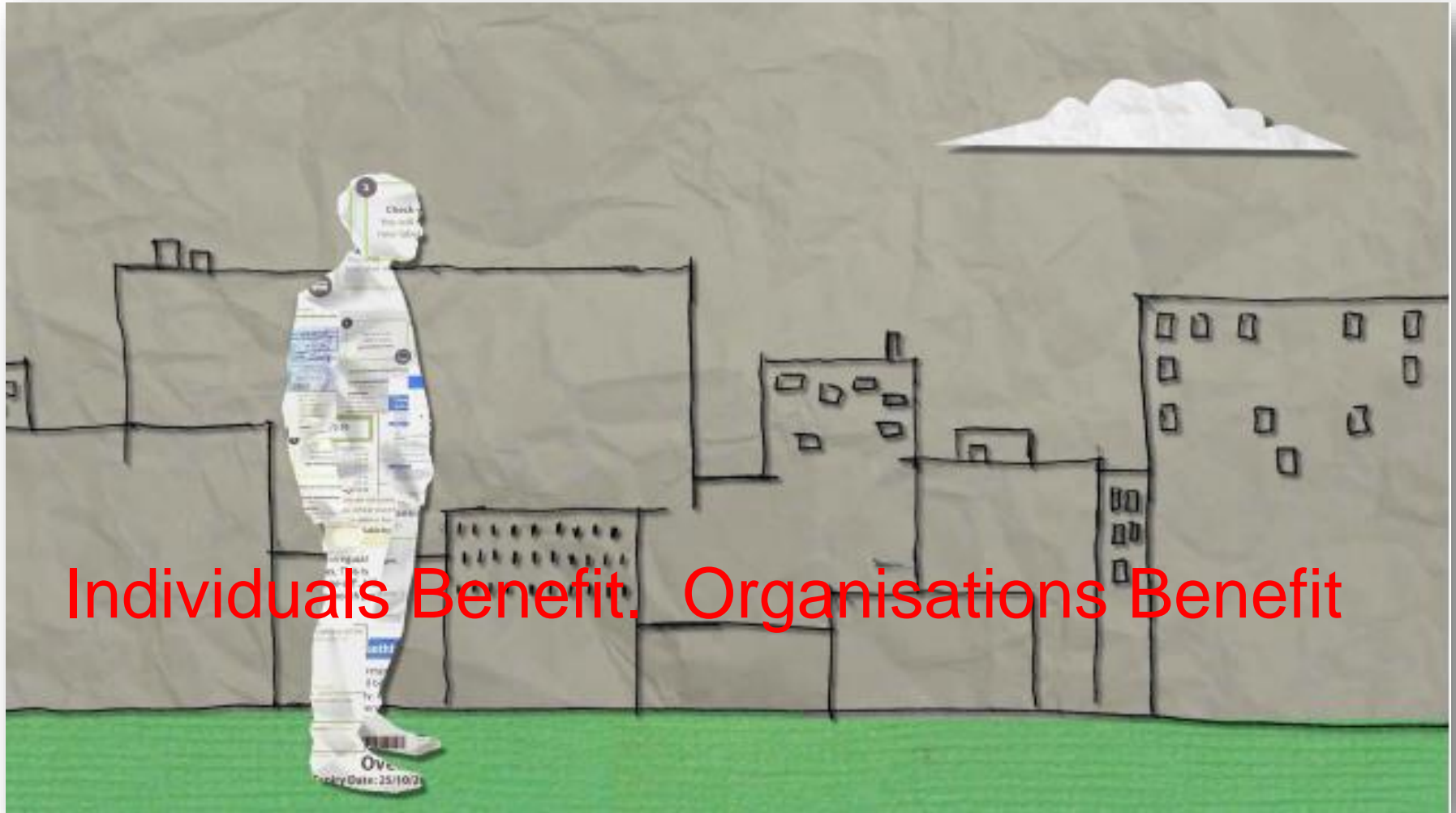




REIMAGINE.
The future
with digital
identity.

Why reimagine



Individuals Benefit. Organisations Benefit

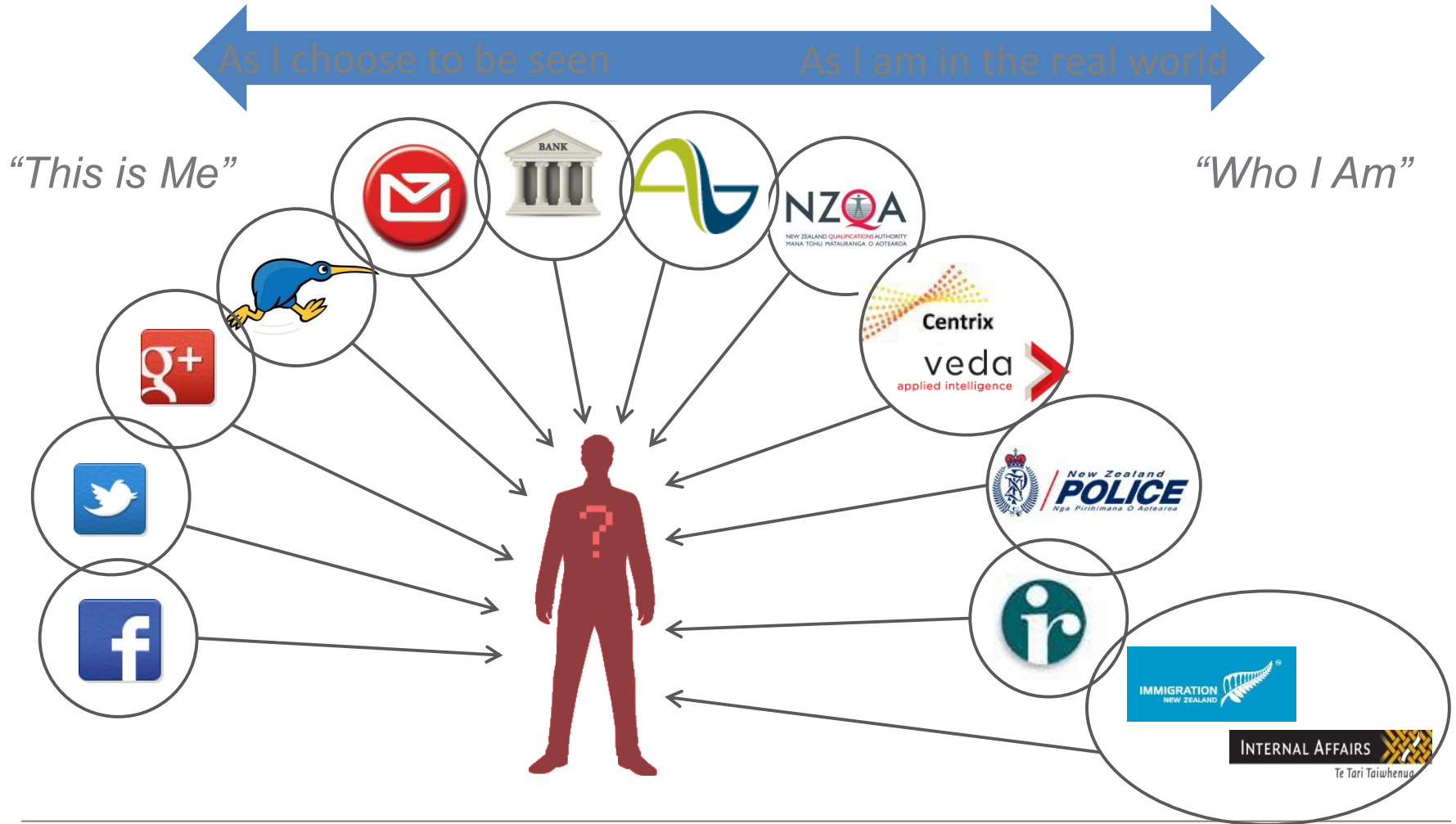
The reimagining challenge

We need to keep pace with consumers needs.

Its not just taking the analog and replicating it to digital.

You need to rethink the value proposition / business model from end to end.

Individuals have different personas



But we have one unique identity



A PERSON CAN HAVE ONE AND ONLY ONE IDENTITY



SINGLE, UNIQUE DIGITAL IDENTITY.

Transformation can be challenged by trust



[Mother guilty of 16 charges after identity theft ...](#)

www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=10845545 ▼

New Zealand Herald. Navigation. Home; National. ... Mother guilty of 16 charges after identity theft ... Our Regional News Stories

[Identity Theft Now Costs Far More Than All Other ... - Business Insider](#)

www.businessinsider.com/bureau-of-justice-statistics-identity-theft-report-2013-12 ▼

12 Dec 2013 ... The Bureau of Justice Statistics (BJS) has a sobering new report finding identity theft cost Americans \$10 billion more last year than all other ...

['Damaging' identity theft on the rise - Story - NZ News ...](#)

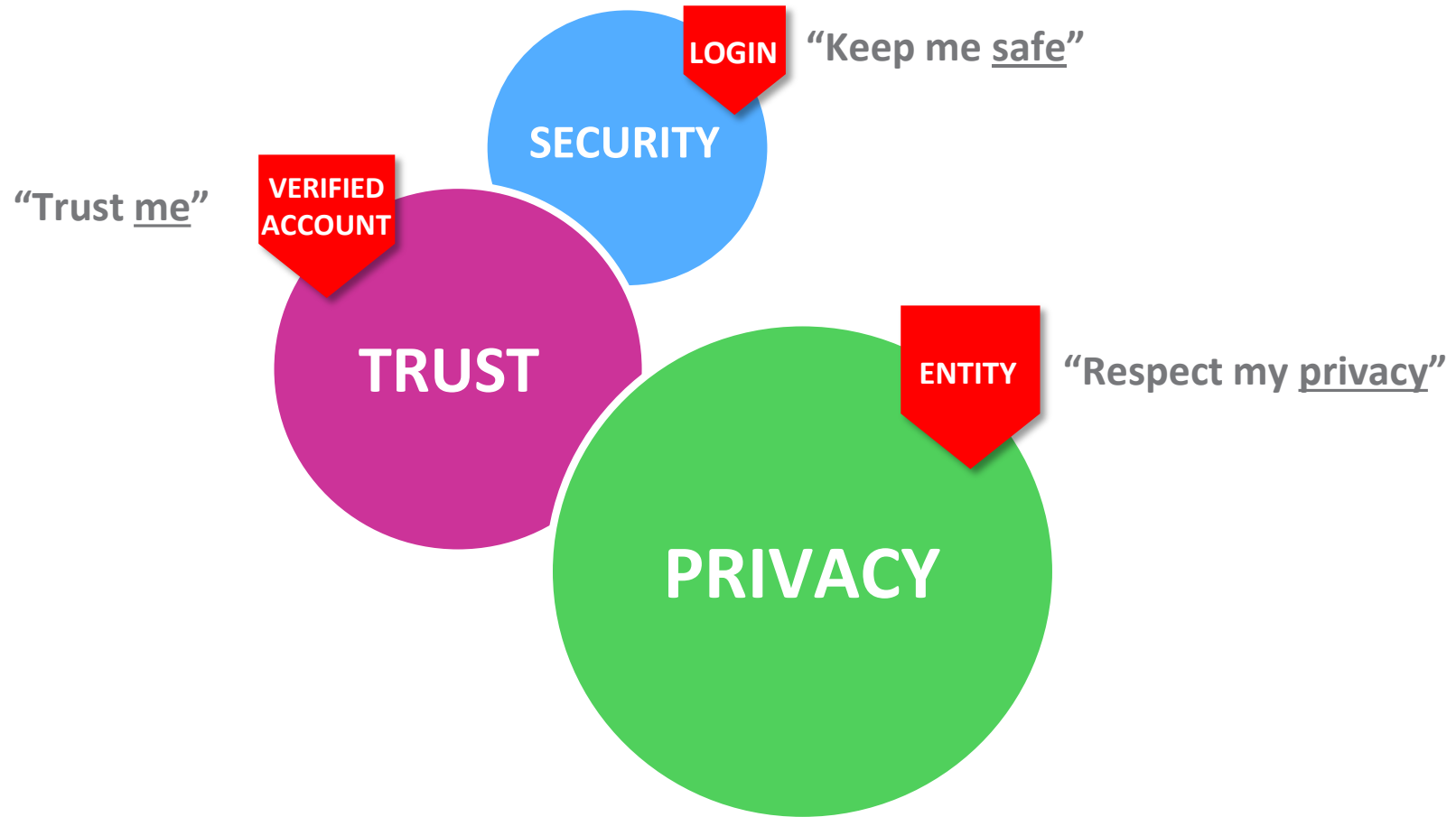
www.3news.co.nz/Damaging-identity-theft-on-the-rise/tabid/423/ ... ▼

A private investigator says New Zealanders are increasingly at risk of having their reputations ruined through online identity theft. Daniel Toresen of Thompson and ...

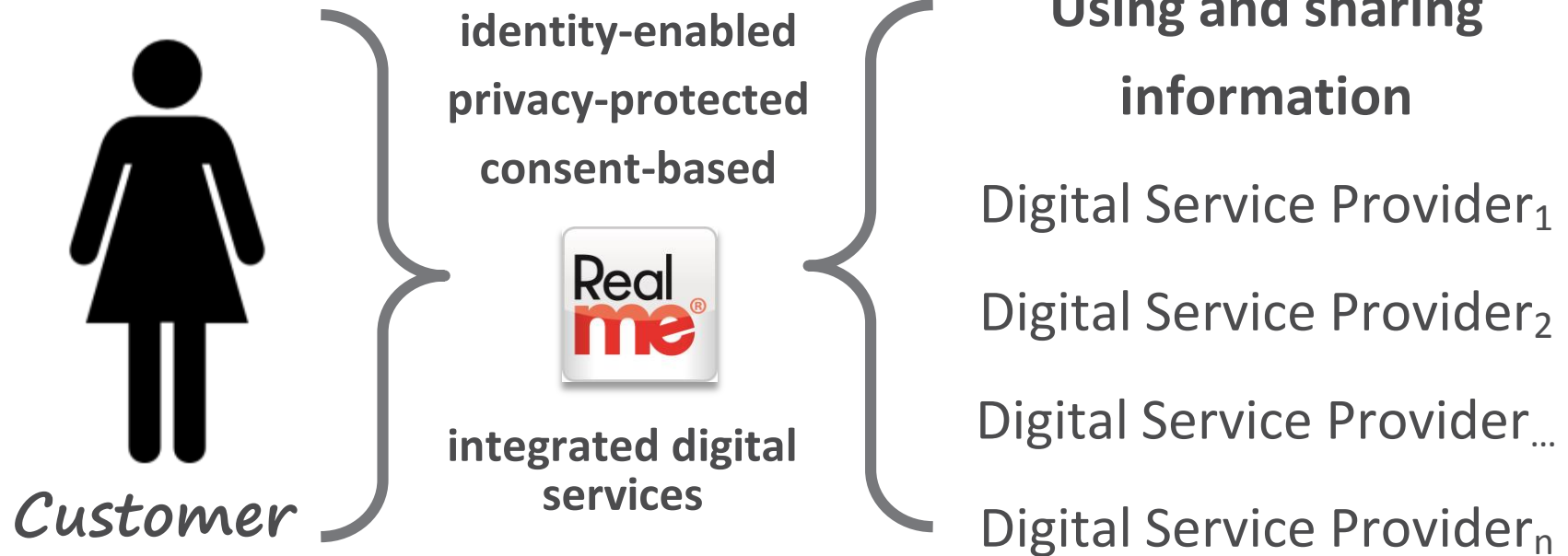


Source: The Wall Street Journal

Three fundamental needs



Evolving the ecosystem



Recap : Reimagine with a trusted digital identity



- Digital identity and trusted information will be a key enabler of New Zealand's digital economy
- RealMe changes the process paradigm for proof of identity and puts control in the hands of the individual
- It's a new concept for people...
 - who have yet to get their heads around it
- Once they 'get it'...our research shows they clearly see the benefits
- The opportunity exists for organisations and individuals to reimagine their future using RealMe leading to successful transformation.

RealMe - going digital with ease, trust and security

