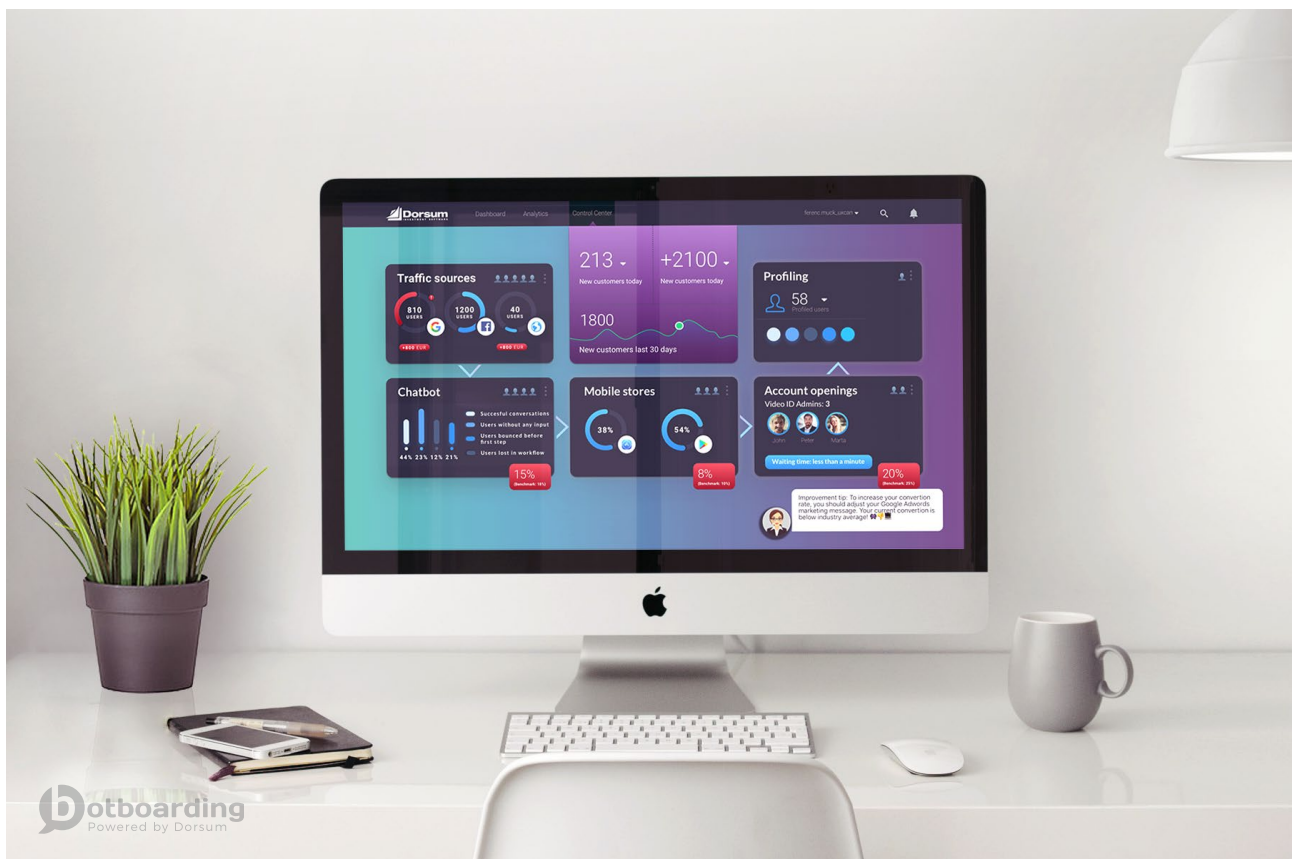


DORSUM'S ENHANCED BOTBOARDING PLATFORM DEBUTED AT FINOVATE MIDDLE EAST

Budapest – Hungary, February 27th, 2018 – Dorsum Co. Ltd. CEE investment software provider introduced its improved **Botboarding** solution on the FinovateMiddleEast 2018, in Dubai.

Dorsum's Botboarding platform on which AI-based and customized onboarding chatbots can be created for any kinds of banking products, was launched in 2017 and revealed at the FinovateEurope event. The chatbots' purpose is to establish the contact with the new potential customers, collect the necessary information about them, raise their awareness and provide information about the bank's products. The already successful solution uses workflows and NLP (natural language processing) for communication.



With Dorsum's improved KYC (Know Your Customer) solution, the chatbot guides the potential customers through the opening process of their new account, by only using a smartphone, which is in line with the "mobile first" trend. The chatbot assists them to download a secure app for making the final steps for account opening, including user identification which can be done by a video call. The whole process can be followed on our platform in a user friendly, UX-based dashboard system where real-time statistics and customization are available in a live infographic format.



*"Our solution debuted last year in the FinovateEurope event and won **Best of Show award**. Since that, there has been a great interest for Botboarding, we worked hard to make an enhanced version for serving the demand of financial institutions even better. To be selected to present here is a great proof of the amazing work of the team." – said Mr. Thomas Buemsen, Managing Director – Middle East at Dorsum Co. Ltd.*

During the show Thomas Buemsen – Managing Director – Middle East, Ágnes Bati – International Project Assistant, Olivér Szőcei – Marketing Manager and Peter Sallai – Head of Innovation **gave live demonstration about our solution and a sample way of account opening through it.**

About FinovateMiddleEast:

FinovateMiddleEast is a demo-based conference for innovative start-ups and established companies in the fields of banking and financial technology. Held in Dubai, the event offers an insight-packed glimpse into the future of money via a fast-paced, intimate, and unique format. Finovate Middle East is organized by The Finovate Group. For more information on the event or to view videos of previous demos, please visit finovate.com.

About Dorsum:

Dorsum is a multi-award winning, innovative investment software provider. Since its foundation in 1996, they have become a leading software company in the Central and Eastern European (CEE) region. Their proprietary investment software family offers versatile solutions to players in capital markets and wealth management space. They support our clients with unique cooperation throughout the entire lifecycle of the products, which also includes managing their expectations in terms of functionality, time, and budget.



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