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## **PRESS RELEASE**

### **KewMann is Excited to Launch Four New Products that Helps Businesses to Minimise Risk and Increase Revenue**

Today, 1<sup>st</sup> April 2020 – After accumulating 5 years of experience helping the customers in minimising risks and increasing revenue using big data, Artificial Intelligence (AI), Machine Learning (ML) and behavioural science, KewMann has seen common trends and needs from their customers and demands beyond that. To ensure standardised approach, faster implementation time and lower overall costs for the customers, KewMann has developed 4 products which are derived from most popular use cases. These products are KewScore, KewDetect, KewCollection and KewOptimise. The introduction about each of the products are shown as below:

- **KewScore** – A high-accuracy credit risk scoring product that allows the users to assess customer's creditworthiness and ability to repay in order to reduce non-performing loans and mitigate operational and business risk.
- **KewDetect** – A fraud detection system that ensure high fraud detection accuracy, detect 30% more type of frauds, and flag suspicious behaviours in nearly real-time manner to minimise fraudulent loss by avoiding the occurrence of fraud.
- **KewCollection** – A collection intelligence product that offers comprehensive end-to-end collection process from data preparation & aggregation, customer segmentation, early warning to collection strategies that help the businesses to reduce default risk and enhance collection efficiency.
- **KewOptimise** – A sales optimisation product that combines big data analytics, AI and behavioural science to optimise sales performance by assessing consumer propensity to buy with high accuracy and gamifying the selling process to drive motivations and actions.

More products will be rolled out soon. Stay tune!

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