

PRESS RELEASE: 1LINK AND TRUSTDECISION UNVEIL “ENTERPRISE FRAUD DEFENSE: PAKISTAN’S NEXT CHAPTER”



Karachi, Pakistan, January 12, 2026 – 1LINK in collaboration with global anti-fraud and KYC technology leader TrustDecision, hosted a landmark industry event titled “Enterprise Fraud Defense: Pakistan’s Next Chapter”. The event brought together over 100+ senior leaders from industry including banks, payment service providers, and fintechs academia to discuss the future of fraud prevention and digital trust in Pakistan.

The event marked a key milestone with the adoption of Device Fingerprinting and Anti-Fraud solutions by nine leading banks / FIs through 1LINK’s platform, aimed at strengthening defenses against emerging digital fraud risks in Pakistan.

Through expert panels and technology showcases, participants explored how artificial intelligence, data aggregation, and industry collaboration are enabling more effective fraud prevention. Industry leaders highlighted the integration of TrustDecision’s risk decision engine with 1LINK’s Enterprise Fraud Risk Management Services (EFRMS), delivering real-time fraud detection across both financial and non-financial transactions while ensuring a secure and seamless consumer experience.

The locally hosted solution, trusted by some of the world’s largest global financial institutions represent one of the most advanced fraud defense systems introduced in Pakistan to date. It empowers banks with enhanced visibility, faster risk assessment, and stronger protection - supporting the continued growth of Pakistan’s digital finance industry and the broader digital economy.

Mr. Najeeb Agrawalla, CEO - 1LINK, said, “This partnership reflects our shared commitment to advancing financial and digital inclusion. TrustDecision plays a pivotal role in closing access gaps and enabling broader participation, aligning seamlessly with 1LINK’s journey of growth and innovation.”

“In TrustDecision, financial and digital inclusion in emerging markets is pursued through the application of technology and experience. Pakistan has been identified as a key strategic growth market, and meaningful social impact is being created in collaboration with a valued partner such as 1LINK.” shared **Mr. Li Ru Zhao, Managing Director of South Asia & MEA - TrustDecision**.

About TrustDecision

TrustDecision is a leader in decision intelligence powered by AI, ML, Big Data, and Privacy-Preserving Computing, provides innovative end-to-end solutions that help businesses combat fraud, deliver innovative credit risk analytics, and ensure regulatory compliance. TrustDecision’s technology serve end-customers in more than 150 countries and is widely implemented across various sectors, including retail, e-commerce, payment services, banking, online entertainment, and more. For more information, please visit: www.trustdecision.com

About 1LINK Pvt Ltd

1LINK (Pvt) Limited, owned by a consortium of 11 banks, is the now country’s first Designated PSO/PSP and largest switch and payment system, providing a host of valuable online banking services like ATM switching, 1BILL billing platform, Inter Bank Funds Transfer, Fraud Risk Management, Switch Dispute Resolution, International Payment Schemes, PayPak – Domestic Payment Scheme, Sohni Dharti Remittance Program, etc. 1LINK is continuously evolving and adding new products and services to benefit the financial industry. For more information, please visit: <https://1link.net.pk>