pressrelease

At Mobile World Congress Shanghai 2015, Gemalto brings trust to consumers' digital lives

Amsterdam, July 14, 2015 – Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, demonstrates at Mobile World Congress Shanghai how its *Mobile Trust Net* portfolio can help billions of people enjoy simple and convenient solutions, with superior trust and security.

Across the globe, mobile devices are transforming the way consumers connect, transact, and access their services. From mobile payments and enterprise security to on-demand connectivity and smart wearables, mobile technology presents endless possibilities for people to improve their lives.

To support the acceleration of this mobile convergence, Gemalto is showcasing at the Mobile World Congress Shanghai its latest range of solutions for operators, banks, enterprises, OEMs and brands. Gemalto's offerings, reinforced by the recent integration of Safenet, are at the forefront of securing a complete infrastructure – network, identities, data, and software applications, at the core and at the edge.

Guests at the Gemalto stand (Hall W5 Stand F10) will be able to experience trusted digital lives through demos and presentations of mCommerce and NFC, Mobile ID and Security, and the Internet of Things.

In **mCommerce and NFC,** the *Trusted Service Hub* (TSH) offers a simple one-stop pay-per-use solution to quickly deploy secure mobile contactless services to the broadest base of users, across a comprehensive portfolio of smartphones and mobile networks worldwide. Operators, device manufacturers, banks and other service providers hence now have more choices to solve the market fragmentation: with a single 'plug once' connection, they can maximize their market reach while avoiding the costly integrations.

For mobile marketers, Gemalto will present its Mobile Engagement and Monetization solution, and the interactive, location-based personalized messaging for better customer engagement and advertising.

Gemalto will also showcase mobile contactless transport ticketing for faster and seamless travel. An open solution that is ready for additional value-adding services, like the popular payment by SMS.

The **Mobile ID and Security** highlights Safenet enterprise authentication and cloud security solutions to secure user access and data on cloud based and on-premises applications. Visitors will be able to experience the convenience of seamless authentication from a mobile, anytime and anywhere.

The **Internet of Things** displays a wide portfolio of smart products and solutions for seamless on-demand secure connectivity, optimized fleet management, and improved consumer experience. This stand will include consumer electronics such as the Limmex smart watch featuring an emergency call button, sophisticated automotive applications using On-Demand Connectivity, and smart delivery solutions with real-time data tracking capabilities.

Gemalto speaker Benoît Jouffrey will deliver a talk on Subscription Management, highlighting the current initiatives, learnings, and future landscape of the IoT ecosystem.

Meet Gemalto and discover some of our major solutions to build trusted digital lives at this year's Mobile World Congress Shanghai – Hall W5 Stand F10. For more information visit
 http://www.gemalto.com/mobile_world_congress/

About Gemalto

Gemalto (Euronext NL0000400653 GTO) is the world leader in digital security, with 2014 annual revenues of €2.5 billion and blue-chip customers in over 180 countries.

Gemalto helps people trust one another in an increasingly connected digital world. Billions of people want better lifestyles, smarter living environments, and the freedom to communicate, shop, travel, bank, entertain and work – anytime, everywhere – in ways that are enjoyable and safe. In this fast moving mobile and digital environment, we enable companies and administrations to offer a wide range of trusted and convenient services by securing financial transactions, mobile services, public and private clouds, eHealthcare systems, access to eGovernment services, the Internet and internet-of-things and transport ticketing systems.

Gemalto's unique technology portfolio - from advanced cryptographic software embedded in a variety of familiar objects, to highly robust and scalable back-office platforms for authentication, encryption and digital credential management - is delivered by our world-class service teams. Our 14,000 employees operate out of 99 offices, 34 personalization and data centers, and 24 research and software development centers located in 46 countries.

For more information visit www.gemalto.com, www.justaskgemalto.com, blog.gemalto.com, or follow @gemalto on Twitter.

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