

Entel first in Chile to give mobile access to Facebook to any subscriber with Gemalto software solution

Gemalto enables mobile access to Facebook on any handset, with any subscription model even without a data plan

Amsterdam, October 7, 2013 - Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, announces that the largest mobile operator in Chile, Entel, is the first in the country to provide customers with the *Facebook for SIM* software application giving mobile access to Facebook® to any subscriber, even those without a data plan. Gemalto's innovative solution works on any handset with any subscription model, giving millions of Chileans convenient, cost effective access to the popular social networking service.

With *Facebook for SIM*, Entel subscribers can stay connected with friends and family anytime, anywhere using simple and convenient Facebook features including status updates and wall posts. The Gemalto solution features the ability to encrypt the users' Facebook password, thus protecting their privacy. Users securely log in directly from the SIM application using their existing Facebook account credentials and automatically search their phonebook to send new friend requests. Interactive messages pop up on the phone's idle screen so users can always see and share up-to-the-minute posts and events.

"Facebook for SIM has strong appeal, particularly to young people under 34, which represent the majority of the user base to date," commented Maria Inés Herrero, Deputy Manager of Development and Innovation, Entel. *"Half of our subscribers opt for pre-paid service and use feature phones that do not run smartphone applications. They find this service extremely easy to use and appreciate the free trial opportunity to test it out and be connected with their friends anywhere in real time."*

"We believe in the success of mobile community services, especially in Chile which has the highest mobile penetration rate in Latin America at 138%¹," added Rodrigo Serna, Senior Vice President of Telecommunications for Gemalto Latin America. *"This program embodies the innovation Gemalto continues to deliver that can address the entire mobile subscriber base. At the same time, it allows Entel to strengthen customer loyalty of its more than 10 million subscribers and attract new customers."*

¹Source: Subtel Chile, December 2012
Facebook® is a registered trademark of Facebook Inc.

About Gemalto

Gemalto (Euronext NL0000400653 GTO) is the world leader in [digital security](#) with 2012 annual revenues of €2.2 billion and more than 10,000 employees operating out of 83 offices and 13 Research & Development centers, located in 43 countries.

We are at the heart of the rapidly evolving digital society. Billions of people worldwide increasingly want the freedom to communicate, travel, shop, bank, entertain and work – anytime, everywhere – in ways that are enjoyable and safe. Gemalto delivers on their expanding needs for personal mobile services, payment security, authenticated cloud access, identity and privacy protection, eHealthcare and eGovernment efficiency, convenient ticketing and dependable machine-to-machine (M2M) applications. We develop secure embedded software and secure products which we design and personalize. Our platforms and services manage these products, the confidential data they contain and the trusted end-user services made possible.

Our innovations enable our clients to offer trusted and convenient digital services to billions of individuals. Gemalto thrives with the growing number of people using its solutions to interact with the digital and wireless world.

For more information visit www.gemalto.com, www.justaskgemalto.com, blog.gemalto.com, or follow [@gemalto](https://twitter.com/gemalto) on Twitter.

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