

Mobile Trust Net

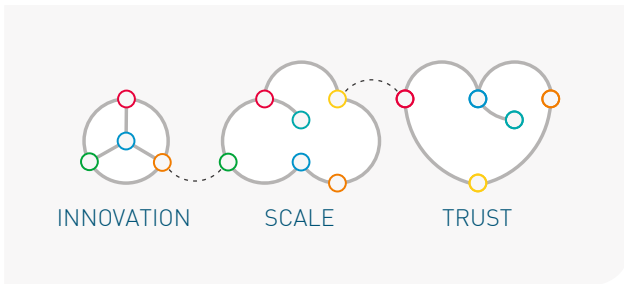
Powering the mobile revolution

Mobile Trust Net

Why trust matters

Trust is a crucial factor in the next phase of the mobile revolution. Without trust, users won't try services that ask them to share personal information. Without trust, businesses of all sizes won't get the scalable, secure, rock-solid platforms they need to innovate and invest with confidence. And without trust, a new generation of emerging mobile services - from signing a tax return or logging into a CRM system - will never realise their full potential.

Fortunately, you can find the answers you need inside Gemalto's Mobile Trust Net.



Mobile Trust Net: everything you need...

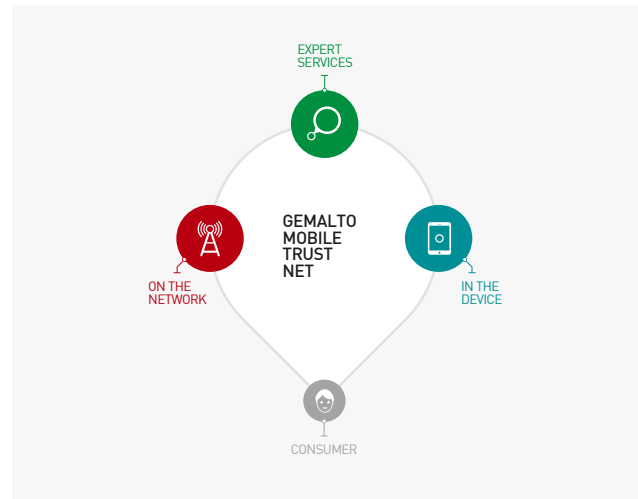
Mobile Trust Net solutions help mobile network operators, device manufacturers and service providers secure key points of the mobile value chain. Its components help build innovative, fully secure and scalable value-added services.

The result? You can focus on increasing revenue from existing services, creating new offerings, and delivering a great customer experience.

Mobile Trust Net Attributes

- ➔ INTEROPERABILITY
- ➔ EASY SERVICE ONBOARDING
- ➔ ALL ELEMENTS OF TRUSTED INFRASTRUCTURES
- ➔ DEPLOYMENT OPTIONS FOR EVERY BUSINESS
- ➔ INTEGRITY OF ALL STAKEHOLDER AND CUSTOMER DATA
- ➔ OPEN PLATFORM FOR INNOVATION AND CO-OPERATION

Three key components of Mobile Trust Net



1. ON THE NETWORK



Our software platforms and our "service factory" allow you deliver innovative and secure mobile and machine-to-machine services at huge scale across your network.

2. IN THE DEVICE



Mobile Trust Net's embedded software and products authenticate every mobile device and machine for secure applications and trusted value-added services.

3. EXPERT SERVICES



For over 20 years we've worked with the world's leading mobile players to introduce solutions based on secure elements and supporting software. In delivering countless trusted infrastructures across the world we've built up unparalleled domain knowledge in securing mobile communications.

You can now benefit from our experience. Tap into our experts to build trust into solutions so you can innovate at scale for increased revenues. Our expertise includes: training and consulting, business model innovation, integration, end-to-end testing and best practices.

OUR OFFERS

NFC & mCommerce

> NFC

Gemalto offers market-leading NFC solutions for contactless mobile payments and services, enabling mobile network operators, banks, transport networks, retailers and other service providers to deliver compelling NFC experiences.

> Mobile Financial Services

Get an end-to-end mobile infrastructure to secure and deploy mCommerce services. We help operators, financial institutions and retailers deploy mobile payment services, with dynamic security at any transaction scale.

> Mobile Marketing

Deploy permission-based contextual 'smart' mobile marketing that helps operators, retailers and brands to engage their customers, increase their revenues, monetize and enrich their key assets.

Network & Connectivity

> Device Management

Enable operators to remotely manage the entire life cycle of a device, significantly reducing support costs, increasing data revenue, and maximizing customer satisfaction.

> Advanced Messaging

Offer a complete and reliable portfolio of advanced messaging solutions to take advantage of the growing A2P business and boost your mobile messaging business.

> Roaming

Benefit from the revenue and service boosts by steering your customers to find the best roaming options as they move around the world.

> On-Demand Connectivity

Find an easy way to start monetizing the mountain of unconnected M2M and consumer devices. Our solution can connect when a device is first switched on and manage flexible subscriptions throughout its lifecycle.

> Advanced Connectivity Framework

Our framework hosts both SIM-based and device-based services under a single umbrella – so enabling mobile operators to manage and deploy all their services over-the-air simply and conveniently.

> Advanced Wifi Services

Help mobile operators to reduce data traffic saturation, and complementing 4G deployment by providing their customers an enhanced user experience with a very high quality of reception

> App Distribution

Our extensive database of handsets ensures accurate handset configuration and better support to maximize service uptake.

> Customer Experience

Enables mobile operators to proactively identify and solve subscriber issues in terms of network quality and device performance, based on perceived user experience. As a result, customer service costs are significantly reduced while subscribers enjoy a frictionless user experience.

Snapshot of Success

- > **Mobile Financial Services** is a core part of the Banamex payment network supporting 90% of the Mexican population
- > **Subscription Management** helped Verizon activate five million new iPhones in the US in one weekend.
- > **Mobile Marketing** powered Brazil's Vivo-Telefonica's smart opt-in campaign with 17% acceptance rate
- > **Personal Cloud** supported Personal Argentina offer nearly two million users Facebook features

Mobile Identity & Security

> Personal Cloud

Put cloud-based, social services in the hands of every mobile device owner across the world. Give users features like cloud backup and Facebook access even if they are equipped with basic mobile phones, and provide Smartphone users protection to their valuable handset and content.

> Mobile ID

Put a trusted method for digital authentication, signing and transaction confirmation in the hands of billions of consumers, citizens and employees. Running identity management with tamper-proof, multi-tenant embedded software on mobiles means consumer web services, banks, governments and enterprises can deploy a mobile ID strategy in confidence.

> Mobile Security

Combine platform and embedded software to integrate the perfect mobile security solution. Using mobile devices to sign tax claims or secure network access means maximum convenience for users and adding scaling security with trust for providers.

SIM & Secure Elements

We provide a range of secure, embedded software and products. You can use advanced SIM solutions to power innovative services or deploy software to a wide range of mobile devices. Every solution is standards based and delivers the highest security to support even the most sensitive services.

> Multi-tenant SIM

Give different service providers a secure space on one card to protect their own and their customers' data. The information can be activated, personalized and managed remotely to make it easy to run revenue and loyalty building services with absolute confidence.

> MIM

Our Machine Identification Modules support applications in metering, remote management and healthcare. The technology authenticates machines and secures longterm communication across networks in harsh conditions to increase machine lifecycles and performance.

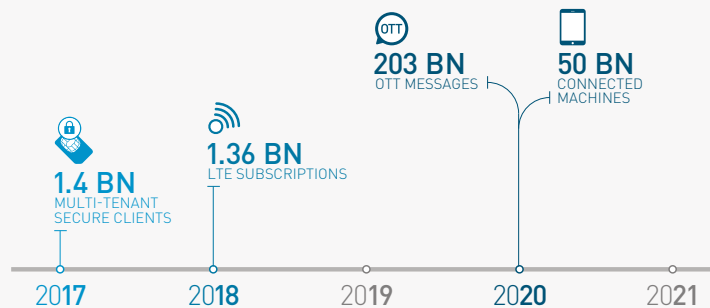
> eSE

This new secure element designed to remotely manage telecom subscriptions, compliant with GSMA specifications, available in various form factors. Either plugged or soldered, the eUICC is easy to integrate in any kind of devices, including diverse markets such as M2M and consumer electronics.

Gemalto Mobile Trust Net – The Winners

- > **End users** can embrace new services and use them with confidence that their data is secure and protected
- > **Operators** gain a competitive advantage by getting to market first with new value-added services, using scalable, robust infrastructure
- > **Banks and retailers** unlock new revenue streams, build loyalty and increase 'stickiness' for customers
- > **Device manufacturers** invest in innovative, creative new services for their key customers

The mobile revolution has only just begun



World leader in digital security

Gemalto is at the heart of our evolving digital society, enabling businesses and governments around the world to offer trusted and convenient digital services to billions of individuals.

We work behind the scenes to ensure that each time their customers, employees and citizens want to transact, connect or identify themselves, they can do so safely and easily.

Whether they're communicating, banking, doing business online, using eGovernment services, accessing the cloud or building the Internet of things, people everywhere rely on Gemalto every day.

GEMALTO KEY FIGURES

OUR COMPANY



OUR CLIENTS



OUR INNOVATION

