

Gemalto and Orange Make Back-up of Mobile Content Available to All in Jordan

Gemalto *LinqUs Cloud Backup* solution works with 100% of the handsets

Amsterdam, November 13, 2012 – Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, announces that Orange Jordan has rolled out its *LinqUs Cloud Backup* solution to offer mobile content back-up to all of its three million subscribers. The solution, compliant with the entire handset base, is a first-of-its-kind in the country.

Orange subscribers can save and restore their mobile data like the phonebook contacts 'in the cloud' in case of handset loss, change or damage, no matter if the data is stored on the SIM card or directly in the mobile handset. This feature is unique to the Gemalto solution. The service access is easy, with a welcome message triggering an automatic configuration in just one click at first network connection. The solution also offers a simple way to aggregate and organize other mobile content such as pictures, video, calendar, and tasks from a single place.

This new service will allow Orange Jordan to increase customer retention by keeping end user's data safe and by providing continuity of service. It will also significantly reduce the revenue loss linked to mobile service interruption. Gemalto estimates that 5 to 10 percent¹ of subscribers worldwide lose their handset each year, and can take up to three months to retrieve their complete phonebook content, leading to a direct and significant revenue leakage.

"Our strategy is to always offer the ultimate service to all our customers, whatever their phone and their subscription, prepaid or postpaid," said Mr Wasfi Safadi, Deputy Chief Marketing and Communication Officer, Orange Jordan. *"Gemalto's LinqUs Cloud Backup has been designed with end-user convenience in mind, and its "just one click" feature significantly boosts adoption and customer satisfaction."*

"Orange Jordan is a pioneer in the country with a unique integrated offer that provides mobile, fixed line and broadband Internet, and our LinqUs Cloud Backup solution brings an additional stepping stone in their innovation process," added Jean-François Schreiber, Senior Vice President of Mobile Software & Services at Gemalto. *"It's a new landmark in our longstanding relationship, building on the successful partnership we forged from Orange Jordan's 3G service launch beginning of 2010."*

LinqUs Cloud Backup has already been rolled out by close to 100 operators in the world, and 116 million end-users protect their personal data through this solution.

¹ Gemalto internal statistics based on a sample of the 100 operators using LinqUs Cloud Backup worldwide

About Gemalto

Gemalto (Euronext NL0000400653 GTO) is the world leader in [digital security](#) with 2011 annual revenues of €2 billion and more than 10,000 employees operating out of 74 offices and 14 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.

Gemalto develops secure embedded software and secure products which we design and personalize. Our platforms and services manage these secure products, the confidential data they contain and the trusted end-user services they enable. Our innovations offer more ways for our clients to enhance the convenience and security of people's digital lives.

Gemalto thrives with the growing number of people using its solutions to interact with the digital and wireless world.

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