

Gemalto's innovative Smart Message technology improves efficiency of mobile operator marketing campaigns in Brazil

Millions of additional mobile services delivered over the past year using Gemalto solution

Amsterdam, February 22, 2013 – Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, is helping mobile operators in Brazil achieve greater efficiency in their mobile marketing campaigns using its innovative Smart Message solution versus traditional SMS campaigns. Gemalto's technology dramatically improves consumer engagement and satisfaction by enabling high quality, real-time dialog between cellular providers and their subscribers. In response to unprecedented customer adoption, Vivo, a leading mobile operator in Brazil, delivered millions of value added mobile services in the past year using the Gemalto solution.

Smart Message campaigns are delivered directly to a device's idle screen giving customers a choice to opt-in to receive messages that allow service discovery and subscription in just one click. Leveraging the power of the widely distributed SIM software, the Gemalto solution is compatible with 2G feature phones in addition to smart phones and tablets. It uses LinqUs Event Manager, an exclusive event management back-office software platform that detects changes in a subscriber's context such as roaming outside the wireless network coverage area or exceeding data plan limits so that the right services can be offered at the right time, tailored to each individual customer.

As an example, Vivo uses Gemalto's technology to send customers traveling outside Brazil a "Bon Voyage" Smart Message prompting them to learn more about roaming plans or dismiss the message. With one click, data plan options are displayed and subscribers can adopt the one best suited to their needs. The solution helped Vivo increase international roaming plan adoption by 300 percent in the first three months of availability, monetizing a global roaming market that is expected to exceed \$80 billion by 2017¹. For Vivo subscribers, it greatly simplifies the process of continuing mobile service in other countries and staying within budget. Other Smart Message campaigns enable customers to access a full variety of value added services ranging from pre-paid service top ups to mobile learning and mobile health services, all in a quick and cost effective manner, respecting their desire to control communications and ignore or opt-in to receive messages.

"This ability of Smart Message, when combined with the LinqUs Event Manager platform, to turn any mobile device - from very basic 2G phones to the latest tablets - into the primary real-time direct marketing medium is truly remarkable," said Rodrigo Serna, Senior Vice President of Telecommunication for Gemalto Latin America, *"We offer key assets to support mobile operators and brands in communicating with the world's six billion mobile users in one of the most interactive and personal way one can think of."*

¹ [Juniper Research](#), October 3, 2012

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 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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