

## **Gemalto launches new mobile wallet application**

Latest addition to its software portfolio enables rapid deployment of NFC, payment, banking and value added services

**Mobile World Congress, February 25, 2013** - Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, is launching its *LinqUs™ Mobile Wallet* – the complete suite of secure software solutions that enables a range of NFC services, mobile banking, mobile payment and loyalty programs, all integrated in a single wallet. Showcasing for the first time at Mobile World Congress 2013 (Hall 5 Stand 5G120), the new *LinqUs Mobile Wallet* extends Gemalto's software offers and is fully integrated with the broader portfolio of mobile financial services (MFS) solutions. It enables financial service providers and retailers to rapidly deploy a breadth of services that can be customized to their specific needs.

Gemalto's *LinqUs Mobile Wallet* solution includes a secure application framework, a dedicated mobile wallet server, and connectivity with Gemalto's secure platforms for TSM (Trusted Service Management) and mobile payment.

Designed to optimize convenience for end users, consumers can link to existing accounts and cards, or set up new services easily. They can confidently conduct all their banking activities straight from their smartphone, along with transportation, ticketing and access applications. In addition, the wallet also incorporates loyalty and couponing programs for consumers and enables targeted mobile marketing campaigns.

Gemalto's backend platforms are pre-integrated with the mobile wallet, creating the ideal environment for swift adoption by service providers. With over 70 deployments of Mobile Financial Services solutions worldwide, *LinqUs Mobile Wallet* provides best-in-class security in mobile payment deployments. Furthermore, it is proactively tested on leading smartphone models and with a range of NFC secure elements to ensure 'out of the box' operability and minimize testing costs.

*"Interest in mobile financial services is accelerating due to the convenience and added user-engagement that they provide,"* said Jean-Claude Deturche, Gemalto Senior Vice President, Mobile Financial Services. *"By offering a rich suite of front-end mobile applications, through which end users can access the services delivered by our powerful servers, the Mobile Wallet sets new standards in terms of choice, flexibility and freedom to tailor solutions to individual requirements."*

## 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](http://www.gemalto.com), [www.justaskgemalto.com](http://www.justaskgemalto.com), [blog.gemalto.com](http://blog.gemalto.com), or follow [@gemalto](https://twitter.com/gemalto) on Twitter.

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