

## **SoftBank Mobile selects Gemalto TSM to further expand Japan's mobile NFC ecosystem**

**Amsterdam, June 12, 2013** - Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, announces its selection by SoftBank Mobile for the commercial launch of mobile NFC services in Japan. This launch further expands Japan's NFC ecosystem, with two major mobile operators having launched NFC services, powered by Gemalto's Allynis Trusted Service Management (TSM) solution. Open and scalable, the TSM infrastructure allows operators to easily bring new service providers into the ecosystem. The solution is hosted in Gemalto's secure data center based in Singapore, providing 24/7 availability to ensure business continuity for SoftBank Mobile.

With Japanese banks increasingly throwing their weight into mobile payment services, Japanese mobile subscribers will have more access to a rich portfolio of NFC services which also include e-ticketing and loyalty programs. The support of NFC international standards now allows contactless service interoperability across all mobile operators and service providers. In addition, SoftBank Mobile will be able to offer NFC services in Japan and abroad, opening the door to cross-border commercial agreements which will greatly benefit Japanese travelers overseas.

*"Gemalto's expertise in NFC, drawing on more than 40 commercial TSM projects in progress, brings unrivaled understanding in managing NFC complexity and underlying security,"* said Mr Hironobu Tamba, Vice President, Product & Service Division, SoftBank Mobile. *"Gemalto's end-to-end solution secures the back-end and allows SoftBank Mobile to focus on developing value-added mobile NFC services. We are excited to be able to offer our subscribers a richer mobile experience through NFC, via services like mobile payments and real-time couponing."*

*"SoftBank Mobile's participation in Japan's NFC ecosystem is set to unify the usage of mobile payment throughout the country and beyond,"* said Michael Au, Senior Vice President of Telecommunications at Gemalto Asia. *"With Japan's banks providing strong support for mobile payments, Gemalto expects rapid adoption and is dedicated to supporting SoftBank Mobile's efforts in developing this service."*

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

## 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](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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