

Vinaphone and Gemalto Bring Yahoo Messenger to all mobile users in Vietnam

Vinaphone first mobile network operator in the world to offer the SIM-based solution, certified by Yahoo

Amsterdam, November 14, 2013 - Gemalto (Euronext NL 0000400653 GTO), the world leader in digital security, announces the launch of its [LinqUs Yahoo Messenger for SIM](#) solution for access to Yahoo Messenger in Vietnam by Vinaphone, a leading mobile network operator in the country with 25 million subscribers. Through Gemalto's SIM-based Yahoo Messenger solution, Vinaphone will enable its customers to enjoy all the key features offered by the full personal computer version of Yahoo Messenger, regardless of their handset model.

Vinaphone is first in the world to offer the service, and Gemalto's *LinqUs* Yahoo Messenger for SIM is the only SIM-based application certified by Yahoo. The embedded software application is compatible with 100% of mobile handsets using SMS and without needing a mobile internet connection. *LinqUs* Yahoo Messenger for SIM offers key social messaging features including direct pop-up notification of incoming messages, offline message reception, multiple simultaneous chats in three different languages and easy contact management. Automatic login with username and password is also possible.

"Worldwide churn rate is higher among pre-paid subscribers and as Vietnam's 90% of the subscriber base consists of pre-paid accounts, Gemalto's solution to make Yahoo Messenger available on any handset will help us strengthen customer loyalty," said Nguyen Hoang Hai, Manager of Business Department, Value Added Service Center, Vinaphone. *"With the rising popularity of social networking in Vietnam, this is a key solution for us to grow our revenue stream."*

"People increasingly want to stay connected, communicate and share experiences with their friends on Yahoo Messenger even when they are on the go," said Yvonne Chang, Managing Director – India & South East Asia, Yahoo. *"Gemalto has developed a truly innovative solution that will enable Yahoo to be a part of users' daily digital routines,"* she added.

"Only 34 percent of the 87-million population in Vietnam uses mobile internet today, so our LinqUs Yahoo Messenger for SIM, which doesn't require subscribers to have a smart phone to enjoy Yahoo Messenger services, comes as a very good solution for Vinaphone to target the segment of non-data phone users," added Michael Au, Senior Vice-President of Telecommunications at Gemalto Asia. *"As the number of mobile telephony subscribers grows worldwide, several emerging economies still have low smart phone penetration as well as limited data coverage in certain regions. Gemalto's SIM-based social media solutions play an important role in helping these economies' operators to reach these subscribers, and provide more value for money offers."*

About Yahoo

Yahoo is focused on making the world's daily habits more inspiring and entertaining. By creating highly personalized experiences for our users, we keep people connected to what matters most to them, across devices and around the world. In turn, we create value for advertisers by connecting them with the audiences that build their businesses. Yahoo is headquartered in Sunnyvale, Calif., and has offices located throughout the Americas, Asia Pacific (APAC) and the Europe, Middle East and Africa (EMEA) regions. For more information, visit the pressroom (pressroom.yahoo.net) or the company's blog (yahoo.tumblr.com).

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

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