

Inwi Morocco brings enhanced Facebook experience on all handsets with Gemalto software solution

Latest version features Facebook Messenger

CARTES Secure Connexions Event, Paris, November 19, 2013 - Gemalto (Euronext NL 0000400653 GTO), the world leader in digital security, announces that inwi, the award-winning* Moroccan mobile telecoms company, is the first to deploy the latest version of its [LinqUs Facebook-for-SIM](#) mobile application which now includes the popular Facebook Messenger feature. Inwi's 12 million Moroccan subscribers will have the opportunity to enjoy seamless and intuitive mobile access to the world's leading social network site. In a country where smartphone penetration is only at 16%** , the solution provides an opportunity for the many users to enjoy Facebook's services from any type of mobile phone, and without having to incur additional Internet connection charges.

Gemalto's turnkey social media package offers a gateway to all of Facebook's core functions and services such as friend requests, status updates, notifications and news feed, via a user-friendly interface on the handset. No data subscription is required and, with the addition of Facebook Messenger, people can now directly chat with their friends or send private messages anytime and anywhere.

"Inwi's business philosophy is to deliver truly innovative services within easy reach to enhance our customers' experience," said Frédéric Debord, CEO at inwi. *"With Gemalto's LinqUs Facebook for SIM application we can further build on this strategy, bridge the gap for users with all types of mobile phone and respond to Morocco's growing love affair with social media."*

"Innovation is deeply embedded in inwi's DNA, and reflected not just in the company's commercial success, but also a string of industry awards," said Thierry Mesnard, Senior Vice President of Telecommunications at Gemalto Africa. *"Gemalto is fully committed to providing services that harness the power of social networking, and helping inwi realize its bold vision for the future of mobile services in Morocco."*

** In Sept 2013, inwi was distinguished Best Mobile operator in North Africa at the 9th Africa Telecom People Awards in Abidjan.*

***Source: Agence Marocaine de Réglementation des Télécommunications / Morocco Telecom Regulation Agency*

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.

Gemalto Media Contacts:

Peggy Edoire
Europe, Middle East & Africa
+33 4 42 36 45 40
peggy.edoire@gemalto.com

Nicole Smith
North America
+1 512 758 8921
nicole.smith@gemalto.com

Pierre Lelievre
Asia Pacific
+65 6317 3802
pierre.lelievre@gemalto.com

Ernesto Haikewitsch
Latin America
+55 11 5105 9220
ernesto.haikewitsch@gemalto.com