

## **INSIDE Secure Increases Momentum in Financial Services with Three New Major Mobile Application Security Wins**

*Each Company - a U.S. Bank, Insurance Company and Retailer - is ranked among the top 3 in their Industry and has selected INSIDE Secure's MatrixSSE Product*

Aix-en-Provence, September 23, 2015 - INSIDE Secure (Euronext Paris: INSD), a leader in embedded security solutions for mobile and connected devices, today announced 3 major mobile application security wins in the United States - landing a banking giant, a dominant healthcare insurance provider and one of the country's most prominent retailers - each of whom is ranked among the top 3 by revenue in their respective fields. Together, the 3 companies plan to secure over 200 mobile applications for their employees and mobile customers, which number in the tens of millions.

INSIDE Secure continues to gain momentum in the mobile applications security market, adding these new marquis customers to an already impressive list of clients which includes 4 of the 5 top U.S. banks, and many well-known international banks, including Spain's Bankinter, who all trust INSIDE Secure to secure their mobile banking & payment apps to protect their customers' personal and financial data.

Consumers around the world increasingly use mobile phone apps to interact with businesses, be it for commerce, payments or banking. Mobile retail purchases alone are expected to explode, and are expected to grow from \$182 billion in 2014 to exceed \$700 billion by 2018 according to Juniper Research. However, almost all apps are unsecured. They need built-in security to protect personal, enterprise, banking, money transfer, P2P & in-app payments data.

"Innovations in mobile security are designed to allow mobile application developers to maximize focus on their core competencies, and spend less time and resources on important but complex security-related tasks," said Derek Brink, vice president and research fellow, Aberdeen Group. "Unlike traditional mobile application security toolkits, these newer solutions are designed to offer the higher level of automation and integration that developers need to accelerate the delivery of secure, market-ready mobile applications."

MatrixSSE allows mobile apps to self-protect from any malicious code or malware attacks in the world of fast evolving mobile threats. Only MatrixSSE interweaves security within the application to protect it and all important account data within the application and during communication with the cloud. MatrixSSE is scalable to allow for the quick deployment of dozens of mobile apps, saving significant development time and cost.

MatrixSSE features a suite of interlocking security components that protect the overall application and all important account data securely within the application. It secures the mobile app, using advanced code obfuscation, tamper-proofing & jailbreak detection components. This is achieved through automation to allow fast and innovative development in a secure environment on devices that are lacking security.

MatrixSSE also incorporates dynamic whitebox cryptography, a new advance on legacy techniques against attacks on whitebox environments, to provide a unique whitebox for each secured application on a device. This further enhances the protection for the application encryption keys and data. This whitebox cryptography technology exceeds major payment networks security requirements, needed to facilitate secure cryptogram generation and transaction processing.

"The deals announced today solidify INSIDE Secure's leadership position as the premier company to secure apps for banking, payments and other industry verticals," said Remy de Tonnac, Chief Executive Officer, INSIDE Secure. "These new wins are the tip of the iceberg for what lies ahead in the innovation and customer adoption of our MatrixSSE product."

Additional information about MatrixSSE is available online at <http://www.insidesecond.com/Products-Technologies/Mobile-Payment-and-Banking/MatrixSSE>

### **About INSIDE Secure**

INSIDE Secure (Euronext Paris FR0010291245 – INSD) provides comprehensive embedded security solutions. World-leading companies rely on INSIDE Secure's mobile security and secure transaction offerings to protect critical assets including connected devices, content, services, identity and transactions. Unmatched security expertise combined with a comprehensive range of IP, semiconductors, software and associated services gives INSIDE Secure customers a single source for advanced solutions and superior investment protection.

For more information, visit <http://www.insidesecond.com>.

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