

Westpac selects Gemalto's Mobile Contactless Payment Solution in New Zealand

Optelio contactless sticker seen as an ideal, cost-effective solution to quickly enable mobile contactless payment

Amsterdam, November 13, 2014 - Gemalto (Euronext NL 0000400653 GTO), the world leader in digital security, has been selected by Westpac, a leading financial institution in New Zealand, to offer its [Optelio Contactless Sticker](#) for mobile payment. Westpac customers attach the sticker to the back of their mobile device to make quick, secure contactless payments.

The Optelio Contactless Sticker embeds a secure EMV microprocessor that will be linked to Westpac customers' credit or debit cards. It will enable small payments at more than 15,000¹ contactless point-of-sale (PoS) terminals across the country. The contactless sticker is certified by international payment associations and is part of the comprehensive range of Gemalto NFC products and services.

"The new solution will offer our 1.2 million New Zealand customers a better payment experience, reducing the wait at checkout counters," said Shane Howell, Chief Product Officer at Westpac. *"Gemalto's Optelio Contactless Sticker is an ideal cost-effective solution that can be deployed quickly to enable mobile contactless payment for our customers."*

"New Zealand is a pioneer in embracing cashless alternatives with less cash per capita circulating there than in other OECD countries²," added Michael Au, President South Asia and Japan at Gemalto. *"Awareness of emerging payment methods is very high, and New Zealanders are willing to try new improved ways to pay, especially the younger generation. The contactless stickers are an interim step before the move to near field communication on phones."*

¹ <http://www.foodstuffs.co.nz/media-centre/news-media/foodstuffs-plans-to-offer-visa-paywave-contactless-payments/> Story quotes 15,000 contactless POS in NZ with the source as VisaNet (December 2013)

² http://www.paymentsnz.co.nz/cms_show_download.php?id=99

About Gemalto

Gemalto (Euronext NL0000400653 GTO) is the world leader in [digital security](#) with 2013 annual revenues of €2.4 billion and more than 12,000 employees operating out of 85 offices and 25 research and software development centers, located in 44 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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