

New Zealand alliance of banks and operators selects Gemalto TSM Hub to secure their NFC services

Amsterdam, November 26, 2014 – Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, has provided its [Allynis Trusted Services Hub](#) (TSH) to Semble to secure its mobile NFC services in New Zealand. Semble is a joint collaboration between major banks and all three operators in New Zealand serving as the aggregator for banks and service providers. Gemalto's *Allynis* TSH will deliver the secure over-the-air provisioning of payment credentials to the user's NFC device.

New Zealanders have made over 20 million contactless transactions worth an estimated NZD 735 million in 2014, and, an estimated one million NFC-enabled smartphones will be used in New Zealand by year's end¹. This solution, launched as a common national platform, will enable anyone to access the NFC services from any network in New Zealand, empowering 100% of the subscribers to enjoy quick, secure, and convenient NFC services.

Users will be able to use their phones to pay for goods and services at more than 16,000 contactless NFC terminals in retail outlets such as departmental stores, restaurants, and movie theatres. In the future, they will also be able to enjoy other services such as transport, loyalty points, gift vouchers, coupons, and access, with a tap of their phone. The TSH service will be hosted and operated in Gemalto's certified data center certified by the major international payments schemes, providing state-of-the-art standards of security.

"New Zealanders are increasingly relying on smartphones to manage their lives," said Rob Ellis, CEO of Semble. *"Gemalto enables us to confidently deploy new applications in a secure way. With over 1.5 billion mobile users worldwide covered by its TSMs and a strong record of NFC deployments, it provides a competitive edge to our service providers in launching mobile payment services across a comprehensive range of phones and networks."*

"Smartphone penetration has almost doubled in the last two years in New Zealand, setting the ground for NFC service adoption," said Michael Au, President South Asia and Japan at Gemalto. *"Gemalto's TSH solution provides a single connection to all service providers, eliminating the need for multiple individual TSHs. This will enable Semble to attract more service providers to come onboard, and distribute new mobile services in ways never seen before."*

¹ Source: <http://www.smartinsights.net/Secure-Transactions-News/New-Zealand-MNOs-and-banks-together-launch-Semble>

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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