

## Norway goes with Gemalto Trusted Service for mobile NFC payment commercial rollout

**Amsterdam, December 1<sup>st</sup>, 2014** – Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, announces that its *Allynis* Trusted Service Hub is enabling the commercial rollout of Valyou, Norway's first mobile NFC payment service, by Telenor, DNB and SpareBank 1. Telenor is Norway's leading mobile operator with three million subscribers in the country and some 180 million worldwide. DNB and SpareBank 1 are respectively the first and second largest financial services providers in the country. Four more banks are already planning to join the Valyou community, enabling even more users to make secure payments at fast food restaurants, convenience stores and gas stations with a simple touch of their smartphone on an NFC-ready terminal.

Gemalto's hub platform for Valyou is a turnkey business service hosted in Gemalto's certified secure data centers, ensuring banking-grade security for NFC payments. Significantly, it offers banks, mobile and transport operators and all digital service providers a single connection in order to deploy their mobile services securely and seamlessly. Gemalto's solution also provides Valyou with the broadest reach of users and most future-proof technology across mobile platforms.

*"We are eager to promote NFC take up in Norway and provide all consumers with multiple innovative services, starting with payment and moving on to ID, access control, ticketing, loyalty and special offers,"* said Tor Jacobsen, CEO for Valyou. *"With this in mind, we have chosen Gemalto's trusted service platform, which allows the on-boarding of additional stakeholders over time and will boost consumer adoption and stickiness."*

*"Gemalto is committed to supporting Valyou in their role of NFC accelerator as they look to expand the mobile contactless eco-system across the entire Nordic region,"* said Philippe Cambriel, President for Europe, Mediterranean and CIS at Gemalto. *"Consumers are very keen to adopt NFC services, as shown by the positive feedback generated by an early pilot undertaken by Telenor and DNB, where 97% of the participants said that they wanted to use this type of service when it is launched."*

## 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.

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