

Gemalto contactless payment wristbands enable speedy and secure purchases for Saracens supporters

Amsterdam, May 5, 2015 – Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, is supplying Saracens, one of the UK's most successful rugby union clubs, with prepaid wristbands that offer fans speedy and secure contactless payment for food and drink at its Allianz Park stadium in north London. The pilot project marks the first step towards deployment to all season ticket holder later this year. It promises supporters an even better match day experience, cutting queues for refreshments and eliminating the hassle of fumbling for notes and coins. The new Gemalto smart wristbands also facilitate access to London's public transport network with just a tap of the wrist, and can be used at any payment terminal displaying the contactless logo.

The wristbands were supplied to selected fans ahead of Saracens' home match on April 11th, preloaded with £5 credit. They can be topped up online quickly and easily, simply by linking the wristband to an existing credit or debit card and used for the remaining matches of the season.

Gemalto is supporting the new initiative at Allianz Park through its *Allynis Smart Event Platform* for cashless stadiums. The *Allynis Smart Event Platform* service encompasses not just production of the wristbands, but also packaging, fulfilment and added value services such as integrated mobile apps, mobile marketing and social media campaigns.

"Offering supporters the convenience and security of payment with nothing more than a tap of the wrist is another example of our determination to deliver the best possible match day experience," said Stefan Crouse, Chief Operating Officer for Saracens. *"Gemalto has unrivaled experience in this field, and the Allynis Smart Event Platform offers all the advantages of a single and fully integrated source of supply."*

"This is the second 'cashless stadium' project we have supported in the UK this year, underlining the fact that wearable contactless solutions capable of encompassing transport, access and payment are very much the future for sports, music and other mass participation events," added Philippe Cambriel, President for Europe, Mediterranean and CIS at Gemalto. *"Saracens is recognized as one of the most progressive professional sports clubs in Europe, fully reflected in their goal of full scale deployment of contactless wristbands for the start of the 2015-16 season."*

About Gemalto

Gemalto (Euronext NL0000400653 GTO) is the world leader in digital security, with 2014 annual revenues of €2.5 billion and blue-chip customers in over 180 countries.

Gemalto helps people trust one another in an increasingly connected digital world. Billions of people want better lifestyles, smarter living environments, and the freedom to communicate, shop, travel, bank, entertain and work – anytime, everywhere – in ways that are enjoyable and safe. In this fast moving mobile and digital environment, we enable companies and administrations to offer a wide range of trusted and convenient services by securing financial transactions, mobile services, public and private clouds, eHealthcare systems, access to eGovernment services, the Internet and internet-of-things and transport ticketing systems.

Gemalto's unique technology portfolio - from advanced cryptographic software embedded in a variety of familiar objects, to highly robust and scalable back-office platforms for authentication, encryption and digital credential management - is delivered by our world-class service teams. Our 14,000 employees operate out of 99 offices, 34 personalization and data centers, and 24 research and software development centers located in 46 countries.

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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