

## Russian petrol retailer EKA launches contactless EMV cards from Gemalto

Plus providing full personalization services

**Amsterdam, May 21, 2015** – Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, announces that Russian petrol retailer EKA will migrate existing payment cards to Gemalto's *Optelio PURE contactless* solution. These new private label cards bring a robust defense against fraud and enhanced convenience for the end users. The cards are being deployed from April 2015 and are fitted with the industry-standard MULTOS operating system. The implementation of the EMV standard will also facilitate EKA's future commercial plans for interoperability with other retailers.

The new dual interface cards bring a quicker payment experience to customers who just have to tap the card against the POS terminal to pay at EKA's petrol stations. Verification of the card's authenticity is performed by the payment terminal itself, ensuring service continuity is maintained even if there is an issue with the network.

*"Gemalto is the only company that can provide a comprehensive solution for a contactless EMV private payment card, backed by strong references worldwide,"* said Vasiliy Nazarenko, CEO of EKA. *"Their local presence and experience ensured that the migration from our existing cards was extremely straightforward. The next step will be interoperability with more retailers to create a strong and wide private EMV Russian network"*

*"Gemalto's technology enabled the delivery of more than 320 million contactless cards in 2014 alone so it is well proven,"* added Philippe Cambriel, President for Europe, Mediterranean and CIS at Gemalto. *"Local retailers such as EKA will benefit from our extensive experience acquired from working with major Russian financial institutions. With our personalization center in Moscow we can serve them with a very high level of responsiveness."*

## 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](http://www.gemalto.com), [www.justaskgemalto.com](http://www.justaskgemalto.com), [blog.gemalto.com](http://blog.gemalto.com), or follow [@gemalto](https://twitter.com/gemalto) on Twitter.

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