



Gemalto On-Demand Connectivity receives IoT Evolution Product of the Year Award

Amsterdam, July 23, 2015 – Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, has won the 2015 IoT Evolution Product of the Year award for its *LinqUs On-Demand Connectivity* solution. IoT Evolution Magazine, a leading U.S. media company covering the connected marketplace, honored Gemalto's innovative solution for its outstanding contributions to the IoT industry. Gemalto's award-winning ODC technology enables seamless global connectivity through secure remote wireless provisioning and subscription management for mobile operators, device manufacturers and service providers.

Gemalto's On-Demand Connectivity greatly simplifies solution design, development and deployment by providing secure subscription management from an embedded SIM (eUICC) in accordance with GSMA specifications. Gemalto's "bootstrap" connectivity facilitates secure operator profile downloads and immediate connectivity from a device's first use. In addition, it enables subscription management over the life span of the device without the need to change a SIM card. This gives end users the flexibility to manage their connectivity. They can easily add new devices such as tablets, connected cars and smart home solutions to existing wireless service contracts.

"The IoT ecosystem currently consists of over 3 billion device connections, and the market is expected to reach a value of close to a trillion dollars by 2020¹," said JC Lazcano, Vice President of M2M Sales for North America at Gemalto. "Secure On-Demand Connectivity helps reach that goal by simplifying the M2M ecosystem and solving longtime challenges to design, development and mass adoption of IoT solutions."

"At the heart of the IoT is a strong ecosystem of wireless industry innovators striving to meet new challenges and opportunities. We are pleased to honor Gemalto as a recipient of the 2015 IoT Evolution Product of the Year Award," said Carl Ford, CEO of Crossfire media and Editor in Chief of IoT Evolution Magazine. "Gemalto's LingUs On-Demand Connectivity solution demonstrates innovation that is helping to drive the IoT industry forward and we recommend all industry stakeholders take advantage of this offering."

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 <u>www.gemalto.com</u>, <u>www.justaskgemalto.com</u>, <u>blog.gemalto.com</u>, or follow <u>@gemalto</u> on Twitter.

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