

Gemalto Partners with Samsung for the launch of Samsung Pay in Europe with Innovative Security Solutions

Amsterdam, September 3, 2015 – Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, joins forces with Samsung to accelerate the deployment of Samsung Pay through Gemalto's [*Allynis Trusted Service Hub \(TSH\)*](#).

Samsung Pay is a simple and secure mobile payment service that will provide wider acceptance with NFC and MST (Magnetic Secure Transmission) working in most of merchant locations. Gemalto and Samsung are actively working with payment issuers to roll out Samsung Pay to Europe.

Gemalto's Allynis TSH is a one-stop connection that offers payment issuers an accelerated path to launch mobile payment services, integrating streamlined user enrollment, service installation and lifecycle management of payment credentials or tokenization services. Onboarding for payment issuers is significantly simplified, without the need for massive new IT investments and rapidly offering a frictionless user experience across the full range of handset security models. Samsung Pay on the new Galaxy handsets benefits from a dedicated embedded secure element for storing sensitive credentials, while the *Allynis TSH* ensures that payment issuers can benefit from the maximum flexibility for future roadmaps.

"We are excited to work with Gemalto as they offer Gemalto's hub services worldwide that offer a secure payment card digitization solution to Samsung Pay," said Injong Rhee, EVP of Samsung Electronics, global head of B2B Solutions. *"With Gemalto's technologies, Samsung Pay will be able to deliver a simple, secure and everywhere mobile payment experience to more consumers."*

"Our role is to support our payment issuer customers and Samsung to accelerate bringing Samsung Pay to consumers, by bringing the most robust technology and connection services to the game. Our track record of serving banks and handling sensitive data, as well as our understanding of security management on mobile handsets are of critical importance for them," says Teck-Lee Tan, Executive VP of Platforms and Services at Gemalto. *"We have built our solution to take the technical complexity out of the equation for payment issuers, and we are ready to address our customers' pain points around user enrolment and eco-system fragmentation."*

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.

Gemalto media contacts:

Philippe Benitez
North America
+1 512 257 3869

philippe.benitez@gemalto.com

Peggy Edoire
Europe & CIS
+33 4 42 36 45 40

peggy.edoire@gemalto.com

Vivian Liang
大中华地区 (Greater China)
+86 1059373046

vivian.liang@gemalto.com

Ernesto Haikewitsch
Latin America
+55 11 5105 9220

ernesto.haikewitsch@gemalto.com

Kristel Teyras
Middle East & Africa
+33 1 55 01 57 89

kristel.teyras@gemalto.com

Pierre Lelievre
Asia Pacific
+65 6317 3802

pierre.lelievre@gemalto.com