

**Mobile Operators in Middle East and Africa
protect over three billion contacts for subscribers with Gemalto's Cloud-backup
Solution**

Amsterdam, October 12, 2015 - Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, announces that over three billion mobile phonebook contacts across the Middle East and Africa region alone are now being saved through its [LinQUs Cloud Backup solution](#). This market-leading solution is currently deployed by 22 different mobile network operators in the region, 90% of which have opted for Gemalto's fully operated service in SaaS mode. Having doubled in the last 24 months, now over 40 million subscribers no longer have to worry about losing touch with friends, family or business contacts, should their phone be lost or stolen.

"Our cloud backup solutions are number one in the region," said Eric Claudel, President for Africa & Middle East at Gemalto. "The combination of a field proven solution with our extensive experience in managing platforms on behalf of customers ensures that we can readily replicate and share best practice and expertise. With 9 out of 10 of our clients in the region opting for the Gemalto-operated-service solution, it is clear we are increasingly recognized as a strategic partner that can support particularly dynamic business development plans."

The popularity of Gemalto *LinQUs Cloud Backup solution* reflects its value as an essential safeguard for modern connected lifestyles. Offered by the mobile operators, familiar and trusted by subscribers, it works with any type of phone, whether feature phone or smart phone, and regardless of whether contacts are saved in the handset or the SIM card. For end users, storing and retrieving contacts are hence simple and seamless operations, which provide complete peace of mind.

LinQUs Cloud Backup solution is accessible to the entire subscriber base. It eliminates the dramatic fall-off in traffic that occurs when phone users have to rebuild their address book from scratch on a new handset. Protecting and restoring contacts also significantly strengthens the bond between the mobile operator and the subscriber. When deploying *LinQUs Cloud Backup solution*, mobile operators can either opt for an on-premise platform, or choose a fully hosted cloud-base service that provides equal levels of industry-leading security and flexibility.

LinQUs Cloud Backup solution belongs to Gemalto's white-label *LinQUs Personal Cloud* suite of solutions, which addresses three key mobile consumer needs: data protection, device protection and family protection. *LinQUs Personal Cloud* suite of solutions enables mobile network operators (MNOs) to improve customer engagement and increase their brand loyalty by offering a value added service that users can trust and rely on.

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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