Gemalto and Bridge Alliance, a partnership of 35 leading operators in Asia, demonstrate GSMA standards-based solution for multi-country deployment of IoT devices

Amsterdam, Feb. 18, 2016 ─ Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, and Bridge Alliance are demonstrating a solution for multi-country deployment of IoT devices at the Mobile World Congress, using Gemalto's *LinqUs On-Demand Connectivity* (ODC) subscription management solution. Bridge Alliance is a partnership of 35 leading operators in Asia Pacific, Middle East and Africa, serving over 750 million customers. This demonstration, based on the GSMA interoperable standards, shows how hermetically sealed M2M and IoT devices such as connected cars or smart meters can securely connect to any Bridge Alliance Member Operator using remote 'over-the-air' provisioning.

Cisco predicts that the global IoT market will reach USD 14.4 trillion by 2022[1]. As M2M businesses evolve and transform to IoT, the adoption of a single, interoperable specification for instant connectivity of connected devices will reduce fragmentation. There will be no need for device makers to plan for unique subscription at production or build device variants for different operators. With Bridge Alliance's extensive footprint, any IoT device will be able to connect to any affiliate's network, making it easier to deploy innovative IoT services across multiple countries.

"The rapid rise in urbanization, device proliferation, and demand for supply chain efficiency is poised to drive the need for IoT worldwide," said Eileen Tan, CEO of Bridge Alliance. "We are trialing with *Gemalto Embedded SIM solution as it simplifies the design, manufacturing and deployment process for IoT business, and in accordance with GSMA standards. This trial enables Bridge Alliance operators to demonstrate our ability to provide secure, scalable and reliable connectivity across Bridge Alliance footprint, while eliminating logistical challenges for OEMs and automakers."*

"Gemalto has been at the forefront of defining and adopting standards-based technology for years," said Michael Au, President South Asia and Japan at Gemalto. "*With unified, global specifications now, subscription profiles can be downloaded on demand, paving the way for a greater number of connected M2M and IoT devices, and an accelerated growth of the industry."*

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[1] http://onforb.es/1Tm6Slt

About Bridge Alliance

Bridge Alliance is a partnership of 35 leading mobile operators, namely, Airtel (India, Bangladesh, Sri Lanka and the Airtel subsidiaries in Africa: Chad, Democratic Republic of the Congo, Republic of the Congo, Gabon, Ghana, Kenya, Malawi, Madagascar, Niger, Nigeria, Rwanda, Seychelles, Tanzania, Uganda and Zambia), AIS (Thailand), Avea (Turkey), CSL (Hong Kong), CTM (Macau), Globe Telecom (Philippines), Maxis (Malaysia), MobiFone (Vietnam), Optus (Australia), Singtel (Singapore), SK Telecom (South Korea), STC (Saudi Arabia), SoftBank Corp. (Japan), Taiwan Mobile (Taiwan), Telkomcel (Timor-Leste), Telkomsel (Indonesia) and Viva (Bahrain and Kuwait).

A combined customer base of over 750 million and an extensive footprint allow members to leverage on the collective strengths of the alliance to develop and launch innovative roaming and enterprise solutions. Bridge Alliance operates through a Singapore-incorporated joint venture company, Bridge Mobile Pte Ltd. For more information, visit www.bridgealliance.com

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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 on Twitter.

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