Oi Brazil launches innovative Gemalto SmartApp mobile marketing solution

App-based technology optimizes content for smartphones and
greatly improves customer engagement and monetization

Mobile World Congress, Barcelona, Spain – February 23, 2016 - Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, announces that Brazilian mobile operator Oi, with near y 50 million subscribers, is launching Gemalto's new SmartApp solution. The innovative mobile marketing channel is optimized for smartphones offering rich multimedia content to improve customer engagement and monetize the opt-in database. When paired with Gemalto's SIM-based *LinqUs Mobile Engagement and Monetization,* Oi can now deliver multichannel campaigns to reach 100 percent of its customers including those who use legacy and feature phones.

Brazil is the fifth largest smartphone market in the world, with an estimated user base of more than 89 million and growing at an annual rate of approximately 22 percent. Gemalto's SmartApp solution allows Oi to better engage with this rapidly expanding population via compelling multimedia campaigns. The Gemalto solution enables rich media and an improved customer experience that increases up-sell, cross-sell and advertising success. In addition, it enables secure, one-click purchasing plus convenient campaigns conciliation for both operators and advertisers. As the deployment evolves, Oi can leverage HTML5 Hybrid for easy campaign editing, cost effective deployment and an interactive user experience offering videos, menus and compelling surveys that customers greatly prefer over traditional SMS.

"Expanding Oi's mobile marketing platform with the addition of SmartApp was a natural evolution to expand business opportunities and improve customer satisfaction," said Roberto Guenzburger, director of Mobility Products Retail at Oi. *"The ability to deliver rich media content that inspires action has unlocked new opportunities to drive growth and attract new customers in the rapidly evolving Brazilian mobile marketplace."*

"Smartphone adoption is exploding in Brazil, with mobile shopping apps increasing exponentially year-over-year," added Rodrigo Serna, President for Latin America at Gemalto. *"The Gemalto SmartApp offers mobile operators an ideal solution to reach beyond their walled garden marketing channel to capture new revenue by engaging with consumers who demand exciting mobile content and value added services to enhance their digital lifestyles."*

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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About Oi

Oi, a convergent service pioneer in Brazil, offers local and long-distance landline telephony, mobile telephony, broadband internet access, pay TV and the country's largest wi-fi network. Oi has a nationwide presence and the greatest network penetration, reaching even the most remote regions of the country.

In September 2015, the company had 72 million revenue generating units (RGUs), 47 million of which in the Personal Mobility segment, 17 million in the Residential segment and 8 million in the SME/Corporate segment. Currently, Oi has more than 1 million hotspots at Oi WiFi network throughout Brazil.

Oi was included in the Exchange's Carbon Efficient Index (ICO2) for the fifth consecutive year and has been part of the Dow Jones Sustainability Emerging Markets Index since 2013. Oi is also in the ISE – Corporate Sustainability Index of BM & FBovespa.

Through its social responsibility institute Oi Futuro, Oi supports projects in the educational, sustainability, sporting and cultural areas through incentive laws, with the aim of democratizing access to knowledge in order to promote and accelerate human development. Oi is one of Brazil's leading cultural sponsors and creates opportunities for projects in all regions of the country.

For further information, please go to: www.oi.com.br, www.oi.com.br/ri and www.oifuturo.org.br.