

Gemalto eBanking solution increases online security for BBVA Bancomer in Mexico, with world class convenience

Amsterdam, April 7, 2016 - Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, announces that BBVA Bancomer, the largest bank in Mexico, is using its *Ezio® Suite* to secure growing internet banking and mobile banking usage in Mexico. The new solution leverages the benefits of Ezio optical technologies to validate transactions. Fraud, social engineering and phishing attacks present a difficult challenge. The Ezio Suite gives banks the power and flexibility to quickly deploy [authentication and transaction signing solutions](#) to defend against attack, while maintaining best in class user experience.

The Gemalto *Ezio eBanking solution* for BBVA Bancomer allows customers to use a password and a token, either physical or mobile stored in a smartphone or tablet, for strong two-factor authentication (2FA). The bank now adds an optical feature leveraging WYSWYS methodology (What You See is What You Sign), which provides a third factor to defend against attacks during new payee registration. The solution is designed to be easy to use: customers simply select “mobile QR token” or “optical reading token” options during the new payee registration process. The solution generates a time-limited optical or QR Code that is read optically with the user’s token or mobile device to authenticate the transaction and deliver convenience and trust.

“Gemalto’s flexible Ezio technology allowed us to quickly expand security features without a major overhaul of our existing infrastructure,” said Héctor Carrera, Digital Solutions Director at BBVA Bancomer. *“We seized the optical functionality to protect against phishing and social engineering scams and within days of deployment, the customer acceptance rate was 100 percent, allowing us to cut fraud on this strategic channel up to 90%.”*

“Last year, Mexican banks registered nearly three million cases of suspected fraud, representing 3% more security threats than the previous year¹,” said Rodrigo Serna, President for the Americas at Gemalto. *“Gemalto’s Ezio technology provides the agility banks need to quickly respond to emerging threats like phishing schemes. The adoption rate among BBVA Bancomer customers has reached 100%, evidencing world class convenience.”*

¹: <http://mexiconewsdaily.com/news/bank-fraud-rise-especially-debit-cards/>

About Gemalto

Gemalto (Euronext NL0000400653 GTO) is the global leader in digital security, with 2015 annual revenues of €3.1 billion and customers in over 180 countries. We bring trust to an increasingly connected world.

Our technologies and services enable businesses and governments to authenticate identities and protect data so they stay safe and enable services in personal devices, connected objects, the cloud and in between.

Gemalto's solutions are at the heart of modern life, from payment to enterprise security and the internet of things. We authenticate people, transactions and objects, encrypt data and create value for software – enabling our clients to deliver secure digital services for billions of individuals and things.

Our 14,000+ employees operate out of 118 offices, 45 personalization and data centers, and 27 research and software development centers located in 52 countries.

For more information visit www.gemalto.com, or follow [@gemalto](https://twitter.com/gemalto) on Twitter.

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