

Helsinki selects Gemalto to launch mobile ticketing in-app billing

Amsterdam, June 2, 2016 - Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, has deployed a new mobile app-based ticket for the greater Helsinki area through its [Netsize Transport Ticketing](#) offer. Finnish users of the Helsinki transport network will now be able to use their mobile phones to pay for public transport beyond the central tram and metro network, with the cost of the ticket debited to the user's mobile phone bill at the end of the month.

The use of a mobile app complements the existing SMS tickets in use since 2006. Gemalto provides the direct billing connections to the mobile network operators over the Netsize platform.

Helsinki citizens take advantage of this new mobile ticket by first downloading the Region of Helsinki ticket application on their mobile device. Then, when getting onto the bus, train, ferry, metro or tram, the user simply selects their journey from a menu, confirms the purchase and the ticket is delivered to the app. The application back-end system uses the Netsize platform to identify the user and charge them for the purchase of the ticket.

"We have been working with Netsize since 2012 when they won the public tender for implementing SMS ticketing for the inner Helsinki area," said Head of Ticketing Group Risto Vaattovaara from the Passenger Services Department at HSL (Helsinki transport operator). *"This recent extension was decided at the request of the public and we were pleased to continue to work with them to further develop the existing solution to a mobile application."*

"Helsinki is one of the forerunners in deploying innovative solutions to ease the daily life of its citizens. This service will touch more people in more places, by widening the net for mobile ticketing and bringing greater convenience," said Benoit Bole, Senior Vice President of Netsize at Gemalto. *"On our side, offering an in-app ticket in addition to the SMS ticket is a natural evolution."*

Contact: Head of Ticketing Group Risto Vaattovaara from HSL's Passenger Services Department, +358 40 5583068

For more information, please go to our website: http://www.netsize.com/wp-content/uploads/2015/04/Netsize_ticketing_brochure.pdf

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 49 countries.

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

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