Gemalto and ZTE jointly present remote subscription management on consumer devices

Mobile World Congress Shanghai, July 15, 2015 - Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, teamed up with ZTE Corporation, a leading Chinese handset maker, to showcase Gemalto's *LinqUs On-Demand Connectivity* (ODC) subscription management solution on ZTE smartphones, at Mobile World Congress Shanghai. Based on interoperable standards, this proof-of-concept demonstrates how a consumer device with embedded SIM can securely connect to a mobile network, anytime and anywhere, using Over-The-Air remote provisioning.

Gemalto is actively working with mobile operators, device manufacturers and SIM vendors worldwide to promote open standards that can reduce complexities of connected consumer device deployments. With this solution, users can now seamlessly activate connectivity on their devices by choosing any operator and adapted tariff plan based on their preferences and location. They can have the flexibility to dynamically add a wide variety of connected devices on-the-go, or switch to local operators for lower rates when traveling.

"In China, faster 4G networks and ever-increasing number of mobile devices are driving consumers to demand instant connectivity, even from the remote parts of the country," said Dr. Ji Zhongwei, CTO of ZTE Mobile Devices and Vice President of ZTE Corporation. *"Gemalto's ODC solution can dramatically simplify our supply chain. With a generic variant that works for all, we can enable more users to stay connected, from their first usage through the entire device lifecycle."*

"The number of connected devices in China is expected to surpass the country's population very soon[1]," said Suzanne Tong-Li, President for Greater China and Korea at Gemalto. *"This demonstration with ZTE allows us to not only display the capabilities of ODC, but also gather vital information about different use cases their customers want, to drive the development of IoT ecosystem."*

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[1] *http://news.xinhuanet.com/local/2015-05/09/c_127781791.htm*

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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