

Gemalto provides SMS ticketing to Milan public transport

Amsterdam, June 8, 2015 – Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, has deployed a *Netsize SMS ticketing solution* together with Milan's public transport company, ATM (Milan), enabling commuters to purchase and use their tickets via their mobile phone. ATM carries around 700 million passengers a year, and now benefits from a highly efficient sales channel that is available 24/7 via any type of mobile phone. This service is available to subscribers of the four major Italian mobile network operators.

The Direct Operator Billing solution from Gemalto sets new standards for convenience on Milan's public transport network. Instead of fumbling for notes and coins, travelers in Italy's second largest city can simply send a text to a standard short code number, with the Netsize system charging the fare directly to the customer's regular mobile phone bill. They receive an SMS in return with a code which they show to the bus controller on request or enter into the vending machine in exchange for printed metro ticket.

The introduction of SMS ticketing comes ahead of the World Expo that is being staged in Milan this summer. ATM expects around 20 million people to visit the city over a five month period. The use of SMS tickets will ensure an effortless traveling experience to and from the event.

"Customers love the ease and accessibility of SMS ticketing, which does away with the struggle to find the right change," said Roberto Andreoli, CIO for ATM. *"This new service for ATM marks the third phase of mobile ticketing in Milan and, with the introduction of QR codes, it's also possible to directly access underground lines, after buying a ticket via SMS ticketing."*

"SMS ticketing delivers an easier ride for travelers and outstanding efficiency benefits for transport providers," added Benoit Bole, Senior Vice President of Netsize at Gemalto. *"Gemalto offers unrivaled expertise and experience, with 18 public transport companies in Italy already using their SMS ticketing solution."*

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](https://twitter.com/gemalto) on Twitter.

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