

## **Gemalto cloud service enables mobile subscribers in Indonesia to securely backup personal data**

**Amsterdam, June 18, 2015** – Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, has been selected by Elasitas to provide mobile subscribers in Indonesia with *LinqUs Smart Backup*, offered in SaaS mode by Gemalto *Allynis* services. Elasitas is a local mobile technology firm that serves all leading operators in the country with a total subscriber base of 270 million<sup>1</sup>. This deal will enable a potential of 40 million Indonesian subscribers<sup>2</sup> to securely back up, synchronize, and restore personal data stored on their handsets. The solution, branded “*BackApp*” by Elasitas, is completely handset-agnostic, allowing end-users to transfer data across different devices and platforms.

The secure application provides an easy way to store and protect the personal data such as phonebook, photos, videos and music in one single location. Users can download the app from app stores to backup and restore their data to any mobile anytime they lose, damage, or replace their handsets. Depending on storage needs, an end-user can select a plan from the multiple offerings that suits them best.

*“Mobiles contain a treasure trove of personal experiences. From messages from friends to favorite music and videos, we form an emotional bond with our mobiles,”* said Arthur Surya, CEO, Elasitas. *“Gemalto’s solution is a secured and easy-to-use solution that extends our customers’ back up services from just contacts to multimedia content. It is scalable and reliable, and allows our operator customers to expand their footprint to the broadest base of subscribers.”*

*“A Gemalto survey finds that 80 percent of mobile subscribers would use cloud-based data backup services if offered by their operators<sup>3</sup>,”* said Michael Au, President South Asia and Japan at Gemalto. *“In emerging markets like Indonesia where smartphone penetration is exploding, small businesses in particular rely on the integrity of their phonebook contacts, and we offer them a simple way to protect their corporate data. With more than 100 backup solutions deployments, Gemalto protects personal data of hundreds of millions of end-users around the world.”*

<sup>1</sup> Source: <http://www.thejakartaglobe.com/business/telkomsel-revenue-may-reach-rp-60-1t/>

<sup>2</sup> Source: <https://www.techinasia.com/games-download-8-indonesian-mobile-game-developers-watch/>

<sup>3</sup> Source: <http://www.gemalto.com/mobile/linqus/personal-cloud/survey>

### **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](http://www.gemalto.com), [www.justaskgemalto.com](http://www.justaskgemalto.com), [blog.gemalto.com](http://blog.gemalto.com), or follow [@gemalto](https://twitter.com/gemalto) on Twitter.

**Gemalto media contacts:**

Nicole Williams  
North America  
+1 512 758 8921  
[nicole.williams@gemalto.com](mailto:nicole.williams@gemalto.com)

Vanessa Viala  
Europe & CIS  
+49 89 210 299 129  
[vanessa.viala@gemalto.com](mailto:vanessa.viala@gemalto.com)

Vivian Liang  
大中华地区 (Greater China)  
+86 1059373046  
[vivian.liang@gemalto.com](mailto:vivian.liang@gemalto.com)

Ernesto Haikewitsch  
Latin America  
+55 11 5105 9220  
[ernesto.haikewitsch@gemalto.com](mailto:ernesto.haikewitsch@gemalto.com)

Kristel Teyras  
Middle East & Africa  
+33 1 55 01 57 89  
[kristel.teyras@gemalto.com](mailto:kristel.teyras@gemalto.com)

Pierre Lelievre  
Asia Pacific  
+65 6317 3802  
[pierre.lelievre@gemalto.com](mailto:pierre.lelievre@gemalto.com)