Gemalto partners with Robi Axiata for Device Management Platform

Amsterdam - Nov. 10, 2015 - Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, is enabling Robi Axiata Limited ('Robi'), Bangladesh's second largest mobile operator in terms revenue, to automatically detect and configure new devices on its network, allowing its subscribers to enjoy a smooth transition when they change handsets. The Gemalto *LinqUs Device Management platform* delivers over-the-air data settings such as MMS, internet and email to the end-user's device, and also provides marketing analysis of the installed devices for targeted promotional campaigns.

Bangladesh has experienced a sharp increase in smartphone penetration[1] in recent times. Gemalto's solution provides the industry's largest device repository with a knowledge base identifying over 100,000 device references including smartphones, tablets, and 4G-ready devices. It is constantly updated to include the latest model releases, enabling Robi to recognize almost all kinds of devices on its network.

"In Bangladesh, users change their devices frequently as they can buy data enabled affordable phones," said A.K.M Morshed, Chief Technology Officer of Robi. *"And, they expect instant access to their favorite services. With Gemalto's solution, users can activate their device instantly by simply accepting all updates."*

"Gemalto has been working with operators in Bangladesh for two decades," said Michael Au, President South Asia and Japan at Gemalto. *"Our strong understanding of the local market enables us to provide a robust, future-proof solution that helps Robi Axiata to remotely manage the entire life cycle of the devices, and therefore significantly reduce customer care costs. The device-centric approach can also improve data uptake and generate additional revenue through value-added services."*

[1]: Source - http://www.thefinancialexpress-bd.com/2014/05/31/36894

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.

Gemalto media contacts:

Philippe Benitez	Peggy Edoire	Vivian Liang
North America	Europe & CIS	大中华地区 (Greater China)
+1 512 257 3869	+33 4 42 36 45 40	+86 1059373046
philippe.benitez@gemalto.com	peggy.edoire@gemalto.com	vivian.liang@gemalto.com
Ernesto Haikewitsch	Kristel Teyras	Pierre Lelievre
Latin America	Middle East & Africa	Asia Pacific
+55 11 5105 9220	+33 1 55 01 57 89	+65 6317 3802
ernesto.haikewitsch@gemalto.com	kristel.teyras@gemalto.com	pierre.lelievre@gemalto.com