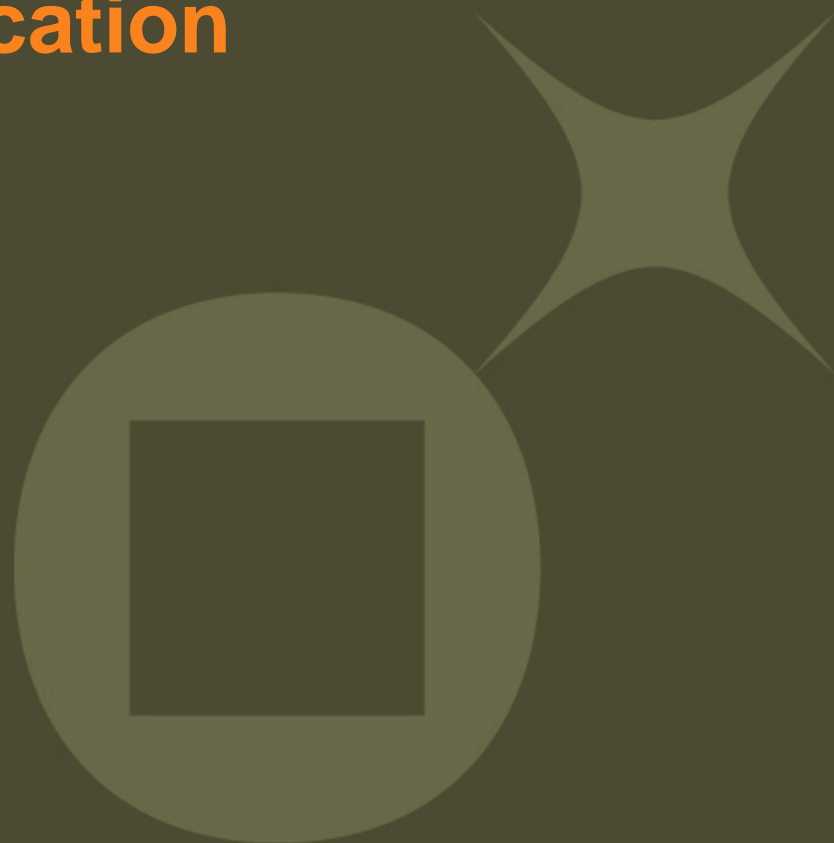


Software and Services in Mobile Communication

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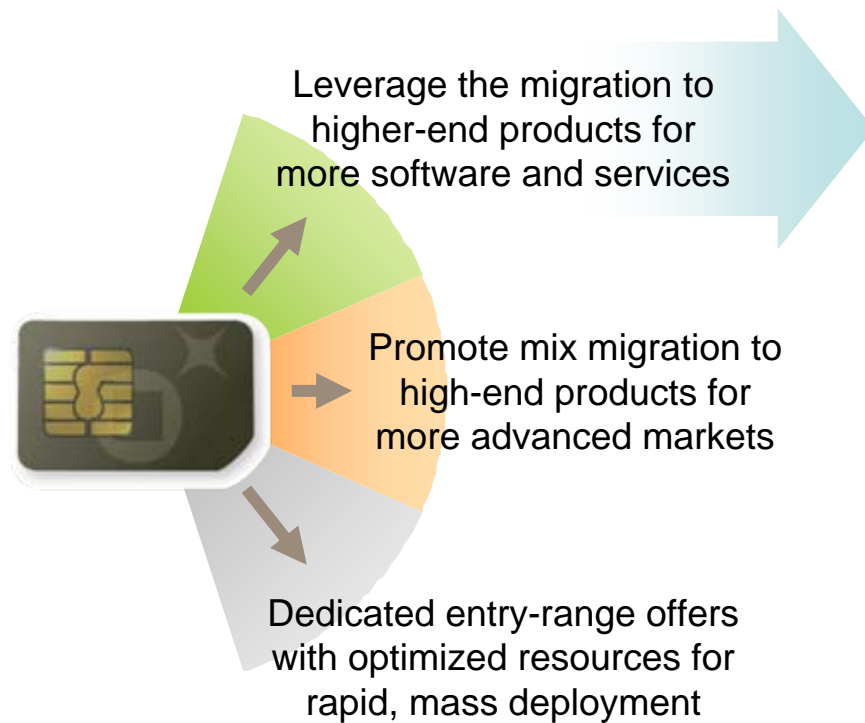
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Showing leadership in Mobile Communication

- ✦ Trusted technology leader in a dynamic growth market
- ✦ Active pipeline of innovation and new product introductions
- ✦ Strong focus on customer value-add and consistently high customer satisfaction index
- ✦ Tier-one mobile operators express strong interest in the SIM card to help them face competition in a more open wireless ecosystem
- ✦ Dedicated offer to address each customer segment
- ✦ Unrivalled installed base of software suite platforms servicing mobile operators worldwide



Growth from product mix migration, and also new opportunities in software and services

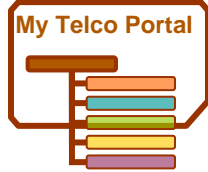


Zoom in on the benefits of our Software and Services Proposition

- ✦ Facilitate end user adoption and understanding
- ✦ Provide our customers the option to upgrade and manage their customer relationship
- ✦ Reposition Gemalto as an application enabler and provider
- ✦ Leverage a current installed base of 170 customers hosting over 350 applications in the field

2 examples: service presentation and personal data management

Service mass customization



Develop SMS traffic

Same SIM service Portal for everybody is not aligned neither with customer expectation nor wireless market conditions

Customization

Reactivity

Value Proposition

Thanks to OTA updates, change SIM service portal according to end user preferences and marketing innovation

MNO benefits

Improve your end-user service experience and boost your SMS traffic

x 4

Ringtone download usage since integration into SIM Service Portal

ARPU increase after SIM menu update according to subscriber's preferences

10%

Personal Data Management

Customer stickiness

Revenue leakage and churn are usually correlated to a phone book loss



In average 27% of mobile subs have already lost their phonebook

Value Proposition

Over The Air back-up, restore and synchronize subscriber's mobile phonebook (SIM and ME) allowing instant recovery when phbk is lost

MNO benefits

Improve your customer service experience and boost your SMS traffic

Uptake rate when the service is properly packaged

20%

>90%

Subscribers satisfaction index

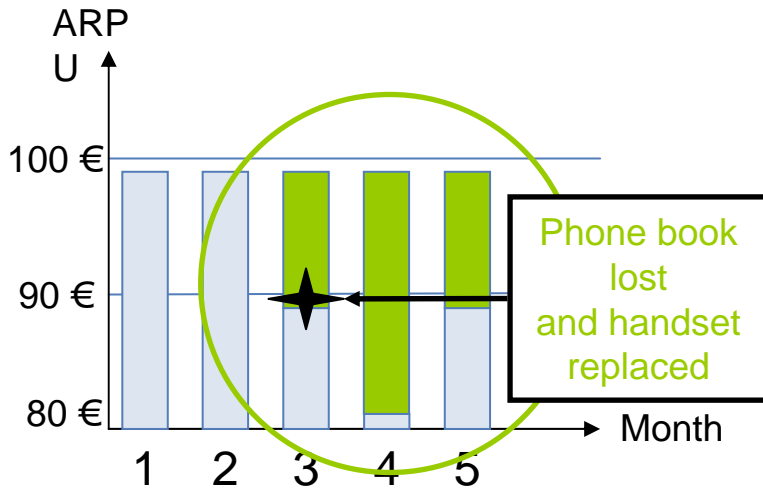
Protecting End-User phone book

What is at stake for the MNO? market evidences



Postpaid subs

→ Avoid **13%** ARPU leakage over 3 months for 10% of the installed base

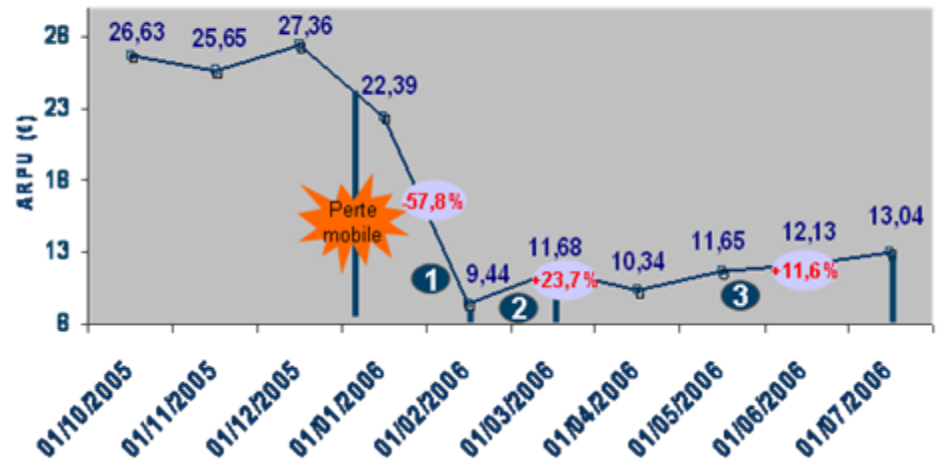


→ Minimize churn risk during handset upgrade phase

Prepaid subs

58% ARPU drop Situation even worsed for prepaid subs. who abandon their subscriptions

Prepaid ARPU evolution after a mobile phone loss



SFR use case, a strong success, both in usage and satisfaction

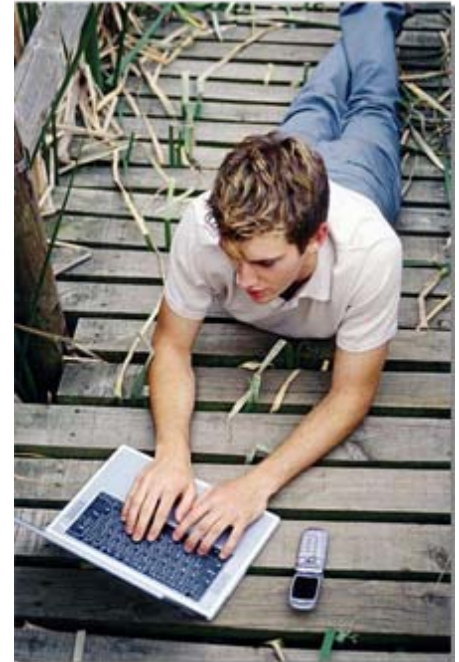


✦ Unexpected usage figures (as of end 2006)

- 3,5 Millions of synchro's charged since the service has been launched on July 2005
- ~20% of penetration of equipped base
- Usage is reaching ~350k synchro per month beginning of 2007, with a continued growth

✦ Strong satisfaction among active users (post-launch survey)

- 94% are satisfied
- 92% estimate that the service meets the needs perfectly
- 89% declare that the service is simple to use
- 87% never encountered any problem



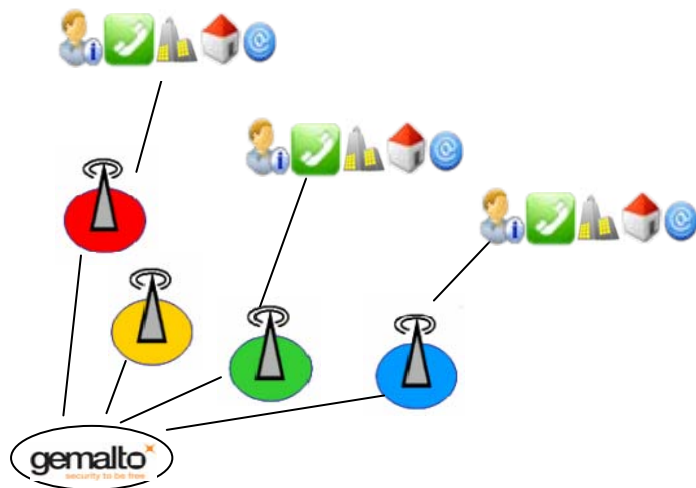
Leveraging our Solution know-how to move more and more to operated services

- ★ Leveraging our installed base to operate applications
Become recognized as an expert in application
- ★ Leveraging our cross industry position as trusted partner
Become a trusted intermediation service provider
- ★ Leverage our assets beyond our traditional markets
Operate Services in security, Identity, Consumer...

Operated services positioning

Preferred partner for applications

- ★ The MNO preferred partner for
 - Outsourcing remote (OTA) subscriber management
 - Telecom centric application deployment and management.

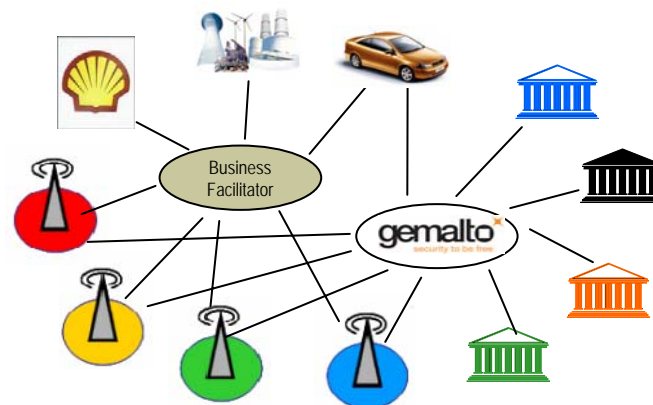


Customers: Telecom Operators

Strategy: Leverage **SIM and OTA installed base** and become an **expert in running end-user applications**

Intermediation

- ★ The cross industry trusted partner to manage the telecom operator devices external service applications such as mobile NFC ticketing, payment, OTP, post-issuance, M2M



Customers: Banks, Transport operators, automotive, industries

Partners: Telecom Operators

Strategy: Leverage existing channels to become the **trusted partner for intermediation**

This Operated Services positioning is endorsed by the market

Target Positioning

Market endorsements

Growth potential

The MNO preferred partner to operate OTA (or OTI) subscriber management

2007 OTA campaigns:
>45 customers



- ✦ Grow Asia and Eastern Europe
- ✦ Address with operated services obsolete or underutilized OTA platforms and applications

The MNO preferred partner for seamless deployment and management of new MNO centric applications

2007 Customers:
>20 customers



- ✦ Leverage end-user marketing expertise to optimize revenue generation
- ✦ Continue to extend portfolio with partner applications

Cross industry trusted partner to manage on the telecom operator devices external service applications such as mobile NFC ticketing, payment, OTP, post-issuance, M2M.

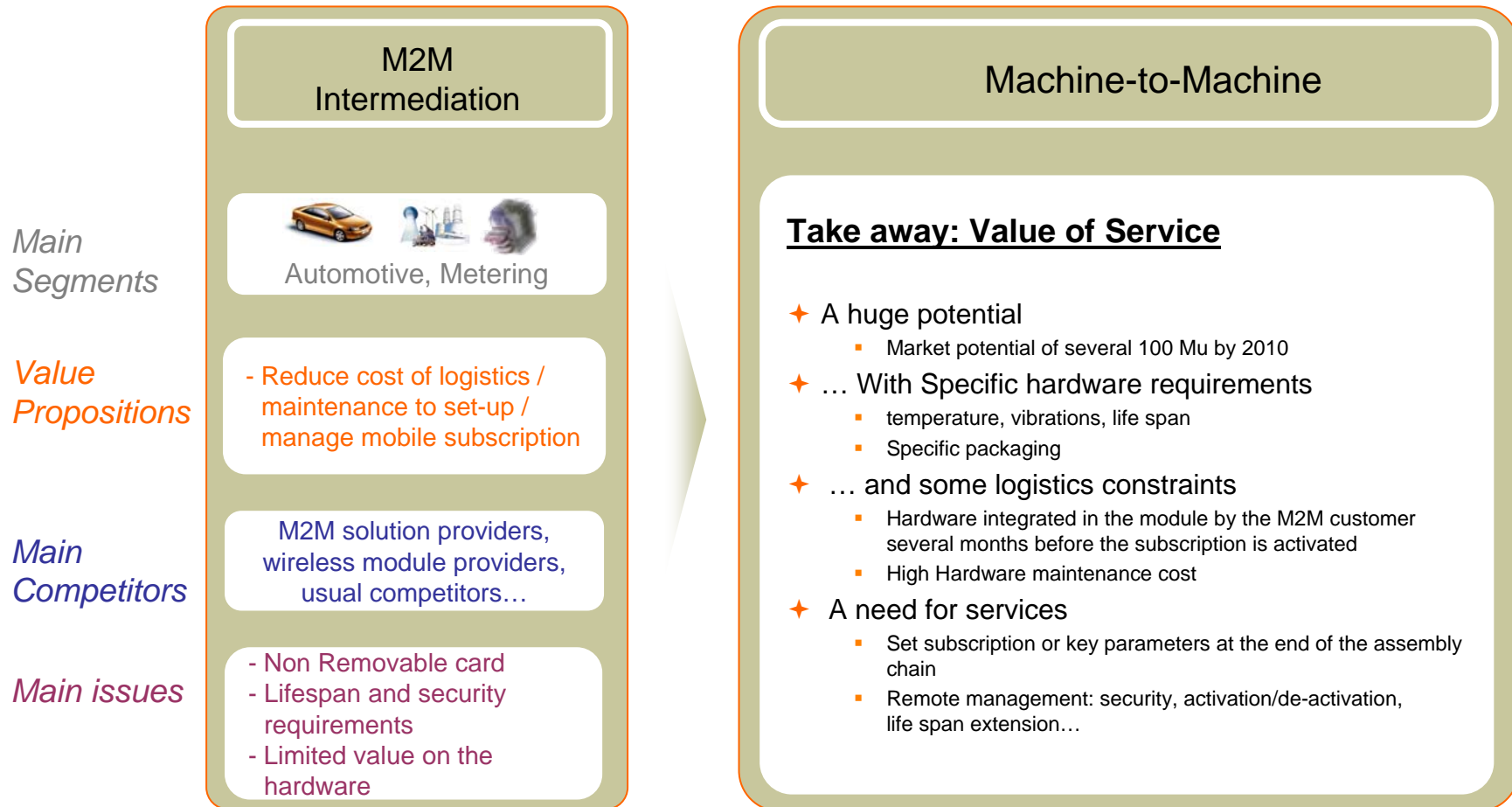
French "Payez Mobile" trial validates the need for an infrastructure provider



- ✦ Consolidate the positioning in marketing the offer to banks and transport companies and proposing a cross industry business model

What is next?

One example: Machine to Machine



Helping our customers to face the increasingly complex telecom eco-system

Gemalto is well placed to help **multiple players** see through the **growing complexity** of telecom networks, thanks to **remote and secured connectivity**, to enable efficiency and convenience. Examples include device management, service & application provisioning, identity management, device-to-device portability, and others

Make it
simple

Make it
personal

Make it
secure

Make it
portable

- ✦ The SIM at the center of mobile operators' beyond-voice strategy
- ✦ Leverage our billion-strong installed base and long-standing "preferred-partner" relationships with mobile operators
- ✦ Expanding our security and application expertise onto new service offers