



Gemalto mobile marketing solution boosts in-store traffic

Mobile World Congress - March 2nd, 2015 – Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, demonstrates its ability to boost drive-to store m-commerce campaigns by using real-time geo-location from Intersec's platform Igloo™. By combining accurate, opt-in subscriber databases with a location-based marketing strategy, mobile operators can forge closer relationships with their customers and upsell a range of products and services. The campaigns can boost footfall, increase in-store sales, and unleash the power of instant purchasing in millions of mobile subscribers.

Right around the world, the value of the location-based mobile advertising market is growing exponentially, from €1.2 billion in 2013 to an estimated €10.7 billion in 2018¹. Visitors to the Gemalto stand (Hall 5 5A80) will experience *LinqUs Mobile Engagement and Monetization*, a location-based marketing solution that provides an attractive tool for brands and retailers marketers and thus help mobile operators to monetize their opt-in databases and create new sources of revenue.

"Our award winning solutions are already being utilized by 70 MNOs worldwide and the public will be able to see at MWC that combining Igloo™ mass-scale real-time geofencing capabilities with Gemalto's mobile marketing tools can be easy and relevant in contextual geomarketing," said Laurent Michel, CMO for Intersec (Hall 5C11). "

"Imagine being sent a digital discount voucher for the nearest restaurant just as you leave the cinema, or a time-limited offer on your favorite hot drink early in the morning at the very moment you are passing the coffee shop," said Nadia Gonzalez, Vice President of Mobile Marketing for Gemalto. *"Our Mobile Engagement and Monetization solution combined with Igloo™ provides operators and brands with the means of delivering contextualized, compelling content, straight to the mobile phones of potential customers."*

About Gemalto

Gemalto (Euronext NL0000400653 GTO) is the world leader in digital security with 2013 annual revenues of €2.4 billion and more than 12,000 employees operating out of 85 offices and 25 research and software development centers, located in 44 countries.

We are at the heart of the rapidly evolving digital society. Billions of people worldwide increasingly want the freedom to communicate, travel, shop, bank, entertain and work – anytime, everywhere – in ways that are enjoyable and safe. Gemalto delivers on their expanding needs for personal mobile services, payment security, authenticated cloud access, identity and privacy protection, eHealthcare and eGovernment efficiency, convenient ticketing and dependable machine-to-machine (M2M) applications. We develop secure embedded software and secure products which we design and personalize. Our platforms and services manage these products, the confidential data they contain and the trusted end-user services made possible.

Our innovations enable our clients to offer trusted and convenient digital services to billions of individuals. Gemalto thrives with the growing number of people using its solutions to interact with the digital and wireless world.

¹ Source: [Berg Insights](#), April 2014

For more information visit www.gemalto.com, www.justaskgemalto.com, blog.gemalto.com, or follow @gemalto on Twitter.

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About Intersec

Intersec designs solutions that enable mobile operators to capture and monetize their network value through Big Data collection since 2004. Intersec integrates its leading core network solutions for operators to generate location intelligence revenue and to maximize customer value management, contextual engagement and leverage Big Data analytics to make fact-based decisions that result in better business effectiveness. Acclaimed by 70+ MNOs, Intersec technology enhances the experience of several hundred million subscribers worldwide and manages over a billion smart events day after day. For more information, go to www.intersec.com

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