

## **Vivo implements NFC technology in Brazil with Gemalto solution**

Technology enables mobile payments using the mobile phone

**Amsterdam, November 28, 2013** - Vivo has selected Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, to provide the [TSM \(Trusted Service Manager\) platform](#). With the Gemalto platform, the operator can offer mobile payment products and services using Near Field Communications (NFC) technology, which makes it possible to carry out financial transactions by simply tapping a mobile phone near a specific terminal.

The initiative reinforces the positioning of the company, a “Telco Digital”, and represents a further step towards the democratization of electronic payments - adding mobility, security and convenience for its users.

With the solution in place and together with Gemalto’s UpTeq multi-tenant NFC SIM cards, Vivo will be able to expand its product portfolio for m-payments, offering services to mobile customers including contactless payments, transit ticketing and financial transactions between users of the solution.

The growth model of the Telefónica Group companies is based on their ability to innovate. Brazil, the largest Telefónica operation in regards to number of customers, is one of the focal points of Telefónica Digital, which is the innovation arm of Telefónica Group worldwide. The development and delivery of financial products and services represents the company's firm commitment to grow and strengthen its operations beyond connectivity, adding a new option for customers as well as for those who want to start or intensify contact with connectivity technologies.

## About Gemalto

Gemalto (Euronext NL0000400653 GTO) is the world leader in [digital security](#) with 2012 annual revenues of €2.2 billion and more than 10,000 employees operating out of 83 offices and 13 Research & Development centers, located in 43 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.

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.

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