



Netsize SMS ticketing solution gears up for nationwide rollout in Italy

Three more cities, La Spezia, Pisa and Mantova, join the program

Meudon, December 3, 2013 - Netsize, a Gemalto company, has announced that its SMS Ticketing solution is now being deployed by bus networks in eight cities across Italy, with La Spezia, Pisa and Mantova, the latest to introduce this convenient approach to traveling on public transport. More cities are set to follow, allowing millions of Italians the opportunity to purchase bus tickets from any type of mobile phone via a premium SMS, without the need to use bank accounts, credit cards or pre-register personal details online. Netsize is working alongside the leading mobile network operators in Italy, namely Vodafone, WIND, Telecom Italia and H3G.

The Netsize solution enables customers to buy flat rate travel tickets by sending a keyword from their phone to the bus operator. The electronic ticket is received via text in a matter of seconds, and simply needs to be shown to the driver or conductor to permit travel right across the city network. Payment is made direct from the user's prepaid or mobile phone account, putting cashless travel within easy reach of a wide range of customers.

Since the launch in Italy 18 months ago, over two million SMS fares have been sold, accounting for 25% of single use tickets issued by participating bus companies. By supporting all the processes needed to launch and operate a secure SMS Ticketing solution, the Netsize system will ensure that La Spezia, Pisa and Mantova reap the benefits that are already being enjoyed in Florence, Bari, Savona, Genova and Treviso. These include increased sales, savings in the cost of issuing single trip tickets, convenience for customers and simplicity for the bus drivers by reducing the delay created by handling cash transactions on buses or at sales offices.

"The introduction of Netsize SMS Ticketing has strengthened our sales network, allowing all mobile phone users the freedom to buy their tickets on an anytime, anywhere basis, without the need for cash," said Stefano Bonora, Chief Marketing Officer of Busitalia. *"In addition to simplifying the lives of customers, it provides an attractive alternative to the expensive and time consuming process of issuing paper tickets. In Florence specifically, this new innovative solution has been very well received by commuters and we are witnessing strong user adoption."*

"An ever-growing number of cities are looking to using this technology to enhance the traveling experience," said Frédéric Deman, General Manager of Netsize. *"Furthermore, this type of solution can easily be extended to other applications, such as car parking, and is an ideal first step towards the introduction of more advanced NFC services via mobile phone."*

About Netsize

Netsize - a Gemalto company - is the global leader for mobile operator micro-payment solution and messaging services. We connect and contract directly with mobile operators and help our clients to monetize mobile services or provide messaging services. These can be for selling digital goods or for vending and ticketing, as well as for value added services like mobile marketing to manage customer relationships and app store payments.

The Netsize payment and messaging network reaches more than 2 billion consumers. We connect more than 1,000 merchants and service providers to over 160 mobile network operators. This unique coverage gives us the ability to innovate and offer our clients customized In-App Payment, P-SMS, as well as Online and Direct Billing solutions in over 50 countries.

Netsize employs more than 250 telecom professionals and has local offices in 21 countries. By using our direct connections to our broad base of mobile operators worldwide, our clients can enjoy the benefits of focusing on quick market engagement and results-driven campaigns.

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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.

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