

KDDI in Japan selects Gemalto's Connected cars and IoT solution

Solution includes remote subscription management and embedded SIM

Amsterdam, June 30, 2016 - Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, has been selected to provide its [LinqUs On-Demand Connectivity](#) (ODC) subscription management solution and embedded SIMs (eSIMs) for KDDI, a leading operator in Japan with over 40 million subscribers, to enable secure connectivity for connected cars and IoT applications worldwide. As a result, KDDI can now provision any requested operator's profile on connected cars equipped with pre-embedded eSIM, allowing automakers and solution providers to offer seamless remote subscription over the air throughout the lifecycle of the car. Motorists can access optimized real-time information about traffic and nearby amenities, navigation, vehicle diagnostics, and emergency services, anytime, anywhere.

Gartner forecasts that by 2020, there will be a quarter billion vehicles on the road with some form of wireless connectivity, making connected cars a major element of the Internet of Things¹. The lack of flexible and interoperable remote subscription management is a major challenge in deploying IoT. Gemalto's solution, based on global GSMA specifications, will simplify logistics for OEMs and automakers. *LinqUs On-Demand Connectivity* is integrated to several IoT connectivity platforms, offering utmost flexibility to KDDI.

"Gemalto has been our trusted partner for a long time, and has helped us launch many successful projects," said Keiichi Mori, Executive Officer, General Manager, IoT Business Development Division, Solution Business Sector at KDDI. *"Their solution is based on interoperable GSMA standards, and will provide a common and consistent way to connect devices in the future. With long-lasting relationships with over 500 mobile operators worldwide and a strong local presence, they can help us expand our services to other IoT applications, to obtain rapid growth in the connected world."*

"IoT is increasingly turning connected cars into powerful hubs for value-added services such as infotainment, real-time vehicle telematics, and usage-based insurance, offering plenty of opportunities to OEMs and service providers," said Michael Au, President South Asia and Japan at Gemalto. *"With simplified subscription management, KDDI is strongly positioned alongside Japanese car manufacturers to take a lead in this relatively new market worldwide."*

¹ <http://www.gartner.com/newsroom/id/2970017>

About Gemalto

Gemalto (Euronext NL0000400653 GTO) is the global leader in digital security, with 2015 annual revenues of €3.1 billion and customers in over 180 countries. We bring trust to an increasingly connected world.

Our technologies and services enable businesses and governments to authenticate identities and protect data so they stay safe and enable services in personal devices, connected objects, the cloud and in between.

Gemalto's solutions are at the heart of modern life, from payment to enterprise security and the internet of things. We authenticate people, transactions and objects, encrypt data and create value for software – enabling our clients to deliver secure digital services for billions of individuals and things.

Our 14,000+ employees operate out of 118 offices, 45 personalization and data centers, and 27 research and software development centers located in 49 countries.

For more information visit www.gemalto.com or follow [@gemalto](https://twitter.com/gemalto) on Twitter.

Gemalto media contacts:

Philippe Benitez
North America
+1 512 257 3869
philippe.benitez@gemalto.com

Peggy Edoire
Europe & CIS
+33 4 42 36 45 40
peggy.edoire@gemalto.com

Vivian Liang
大中华地区 (Greater China)
+86 1059373046
vivian.liang@gemalto.com

Ernesto Haikewitsch
Latin America
+55 11 5105 9220
ernesto.haikewitsch@gemalto.com

Kristel Teyras
Middle East & Africa
+33 1 55 01 57 89
kristel.teyras@gemalto.com

Shintaro Suzuki
Asia Pacific
+65 6317 8266
shintaro.suzuki@gemalto.com