

## **Hellenic Bank launches PayBand using Gemalto's water-resistant contactless EMV payment wristbands**

**Amsterdam, Aug. 2, 2016** - Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, has supplied Hellenic Bank, a major Cypriot financial institution, with its [Optelio contactless EMV Payment wristbands](#). These water-resistant NFC wristbands that are marketed as PayBand to Cyprus consumers will ensure that Hellenic Bank customers no longer have to worry about carrying cash or cards, even when they head to the beach or pool this summer.

Gemalto has worked alongside its local partner Mellon Cyprus to provide Hellenic with an initial end-to-end solution for black silicone payment wristbands. The solution features an embedded Visa applet and links seamlessly to the user's Hellenic Bank debit or credit card account. Fast and secure cashless transactions are therefore possible across Cyprus, which was recently named in Visa's 'Top 8' for contactless terminal penetration in Europe. Well over 50% of the country's POS terminals are contactless-compatible, and one in five cashless transactions, is already completed using this time-saving technology.

*"Gemalto and Mellon Cyprus offered all the benefits of a one-stop service, and successfully met our demanding launch timetable,"* said George Karagiorges, Hellenic Bank Group General Manager, Retail and International Banking. *"Convenience, choice and innovation are at the heart of our customer offer, and we now have plans to extend the NFC wristband range with new colors and materials."*

*"The introduction of PayBand, the new water-resistant payment wristband reflects and strengthens Hellenic Bank's reputation as a financial services pioneer,"* said Patrick Kleuters, Senior Vice President for Europe at Gemalto. *"The NFC wristbands make contactless payment a genuinely anytime, anywhere proposition. They boost loyalty and appeal to important market sectors such as young, tech-savvy consumers."*

## 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](http://www.gemalto.com) or follow [@gemalto](https://twitter.com/gemalto) on Twitter.

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