

Maxis and Axalto pave way for Malaysian application developers to global success

Kuala Lumpur, 13 October 2005 - Maxis Multimedia Sdn Bhd, through its Maxis Developer Programme (MDP), and Axalto (Euronext NL0000400653 AXL) announced the winning applications of the inaugural MDP SIMagine™ MarkeTest.

The top three winning applications that will take a step closer towards international recognition and advance to compete at the worldwide SIMagine 2006 contest are:

- 1) Call Rate Finder by Infrsurf System Sdn Bhd
- 2) Child SIM by Waptech Enterprise
- 3) Mobilerts by MapIT

These winners also received cash prizes of up to USD 3000, training sessions in Paris for two and trips to the 3GSM World Congress 2006 in Barcelona, Spain.

To achieve a real-user perspective, members of the media and selected Maxis subscribers were given the opportunity to select the top three best applications from five finalists. These applications were evaluated based on their originality, marketing appeal, feasibility and user-friendliness.

The developers of the fourth and fifth placed applications received cash prizes of USD 500 each and are also entitled to enter these applications in the worldwide SIMagine 2006 contest.

Speaking at the event, Maxis Head of Product Development and Management, Encik Karim Abdul Malik said, "We are extremely impressed with the quality and number of original applications submitted just after three MDP SIMagine training sessions. This is a clear indication that with the appropriate training and exposure, Malaysian developers can create world-class applications to tap into the vast potential offered within the global Java SIM applications market."

"We are very proud and encouraged by all five especially the top three applications. We are certain that with the exposure and access to the regional and international markets via the SIMagine 2006 contest, our developers will be more competitive at home and abroad".

"To keep the momentum, we will continue to work with leading companies to provide the necessary and relevant technology and know-how to continue supporting the local developers," Karim added.

In line with MDP's objective to promote and nurture a local community of mobile application, service and content developers, MDP partnered with Axalto, world's number one provider of microprocessor cards, to host the MDP SIMagine Programme for Malaysian mobile application developers.

The programme, which commenced in May, provides participants with a series of training, workshops, development tools, technical support and information update sessions to create GSM Java applications and applets for the SIM cards.

The MDP SIMagine MarkeTest, which is the highlight of the programme, invites participants to pit their skills and knowledge gained from the training against each other, to create compelling world-class Java SIM applications.

Axalto Asia Marketing Director, Mr. Michael Au said "As pioneers behind the revolutionary Java Card™ technology, we are impressed by the creativity and potential shown by the MDP SIMagine participants, and we heartily congratulate all winners on their success."

"We have seen extremely compelling applications showcased today and it bodes well for Malaysian mobile customers. We are delighted to have partnered with Maxis in this program, and are pleased to offer these developers access beyond home grounds, through the international SIMagine program, which offers a powerful platform to promote themselves globally," said Au.

In the past six months, over 40 Malaysian mobile application developers were given five free training and workshop sessions on JavaCard Applet development, and had received JavaCard Development tools as well as strong technical support.

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About Maxis Developer Programme (MDP)

Launched in August 2003, the objective of MDP is to nurture a local community of mobile content and application developers. To date, there are more than 80 Malaysian mobile application, service and content developers onboard the MDP network. MDP provides local mobile application developers with skills development support in areas of application, technology and business development, testing facilities, technical assistance, marketing and commercialisation support, technical business advisory and access to resources through the MDP website and revenue generation opportunity.

Aside from Axalto, MDP is also working with the Multimedia Super Corridor Technopreneur Development (MSD-TD) to assist and provide Malaysian application developers with the skills in areas of technology development, business planning, go-to-market, incubation and commercialisation opportunities inhering in both the Maxis and MSC network. In addition, MDP is also working with other leading companies such as Microsoft, Nokia and Sun on specific technology platforms and industry know-how. For more information, please visit <http://mdp.maxis.com.my/>.

About Maxis Multimedia Sdn Bhd

Maxis Multimedia is a wholly owned subsidiary of Maxis Communications Berhad, Malaysia's premier telecommunications company. An MSC-status company, Maxis Multimedia leverages on Maxis' industry leadership in high quality voice and data services to jointly develop innovative mobility content and applications with technology partners. The company also plays a pivotal role in the development of local talent in telecommunications technologies and content creation through human capital development in collaboration with local universities.

About Axalto

Axalto (AXAL.PA - Euronext: NL0000400653 - AXL) is the world's leading provider (Gartner 2005, Frost & Sullivan 2004) of microprocessor cards - the key to digital networks - and a major supplier of point-of-sale terminals. Its 4,500 employees, from over 60 nationalities, serve customers in more than 100 countries, with worldwide sales reaching over 3 billion smart cards to date. With a 25-year experience in smart card innovation, the company leads its industry in security technology and open systems.

Axalto creates new generations of products for use in a variety of applications in the telecommunications, finance, retail, transport, entertainment, healthcare, personal identification, information technology and public sector markets. Microprocessor cards provide convenience, security and privacy to public and private services operators, their customers and end users. For more information, please visit www.axalto.com

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