

Mobile Payment

||||| Bringing value to payments on mobile



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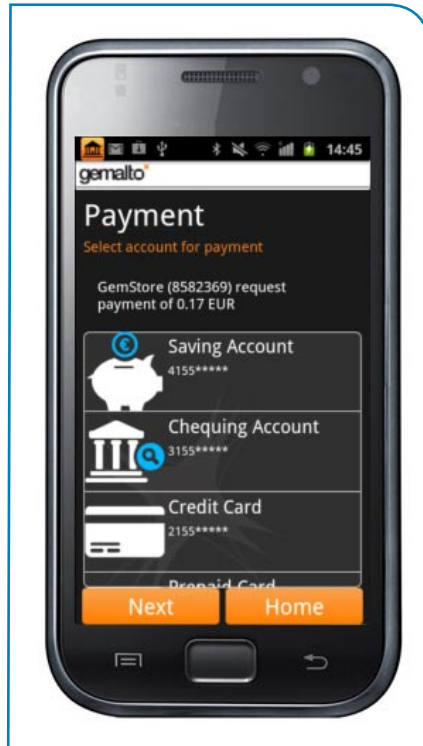
Opening up new opportunities and adding value to business

Over the past few years, Mobile Financial Services (MFS) have become a key long-term strategy for banks, financial institutions, mobile network operators (MNOs) and merchants. They have all clearly identified mobile payment as an opportunity to achieve considerable growth and as a key area in which they must keep up with consumer expectations.

Mobile payment has a broad demographic appeal; almost anyone is a potential user. In addition, next generation mobile devices have created a vast market for thousands of applications. As Internet access becomes cheaper and more widespread, and a prevalence of smartphones provides consumers with convenience and flexibility, there is a growing expectation that managing everyday life – including one's financial life – will continue to get easier through the touch of a mobile device screen.

Online payment, in-store payments, proximity payments and remote payments such as person-to-person and bill payment are being picked up by the big payment players, including financial institutions, MNOs, handset manufacturers and internet giants. But which solution ensures customers can use their mobile phones securely and conveniently across all payment scenarios?

Customers need access to convenient, secure and rewarding payment experiences, across all payment scenarios, whether shopping online, in-store, as they travel, or when making a spontaneous purchase based on a poster they see on the high street.



Gemalto's mobile payment platform is built around a powerful server-based solution that delivers a user experience tailored to customer needs. It offers multiple methods to access services, each with their own intuitive and easy to use interface. As the wallet itself is stored on the mobile payment platform, it can be accessed using any method convenient to the customer at any given time.

The Gemalto Solution

Gemalto has a unique advantage with over 25 years of combined expertise in financial and mobile security – the very areas that overlap to provide Mobile Financial Services.

> A Secure Virtual Wallet

Gemalto's mobile payment solution creates a real-life wallet experience, securely bundling together cards, prepaid value, bank accounts and other traditional payment instruments to allow simple payment from the mobile device. The mobile phone can thus replace credit and debit cards, vouchers, checks and cash for most purchases, as well as providing a container for digital receipts, coupons, vouchers, loyalty cards, gift cards, boarding passes and much more. In addition, the mobile wallet can also provide access to the MNO's billing systems for direct-to-bill charges.

For mobile payment, the phone is coupled with secure mobile wallet credentials known only to the customer, and as such represents their various funding sources in any type of payment transaction and over any digital channel.

With these unique wallet credentials, the mobile device provides two-factor authentication for secure payments to merchants, money transfers to friends or family – both domestically and overseas, bill payment and online shopping, without exposing sensitive account details or card data.

> Prepaid Account Issuance for Mobile Payment

In addition to managing the full range of payment transactions, Gemalto's mobile payment platform can also be used with pre-paid accounts that draw on stored value. Customers load the accounts with money from P2P transfers, cash deposits or bank/card transfers, and can then use the prepaid value with affiliated merchants. Unique benefits, perks and loyalty programs can also help drive the use of these accounts, which are widely popular with young people, the under-banked and unbanked as well as immigrant populations. They also have a strong attraction for consumers with spending concerns or limited credit.

> Building a Merchant Network

Gemalto not only offers a simple way to control the issuing environment through its wallet solution, it also provides the ability to acquire merchants supporting multiple payment schemes such as mCommerce, ticketing and more. Merchants can easily join the network through a user-friendly merchant API.

For merchants, a mobile payment solution provides a "face" to previously anonymous customers, allowing merchants to enhance the payment experience with focused offers, benefits and value-added services on top of the standard transaction.

> A Broad MFS Solution

Rich MFS require bank-grade security, an in-depth understanding of the mobile environment and usability expertise. Gemalto's best-in-class software solutions, innovative vision and unique security technology are at the heart of a wide range of such services, including mobile banking, mobile payment, and mobile NFC for proximity payments as well as international mobile money transfers.

Gemalto enables service providers to develop services over time and introduce new features and capabilities, while ensuring a secure and unified customer experience via the mobile wallet and leveraging on the convergence of technology and use cases.

With over 70 MFS deployments worldwide, Gemalto solutions are helping service providers anticipate and respond to customers' needs in terms of financial management, payments and banking products directly through their mobile phones.



BENEFITS FOR THE SERVICE PROVIDER

- > Increased revenue through new services and transaction fees
- > Extended market reach to new segments – the under-banked, youth, immigrants etc.
- > Brand differentiation
- > Increased stickiness and reduced churn
- > Improved customer acquisition
- > End-to-end secure transaction management with a superior user experience
- > Creation of new payment schemes, through easy merchant acquisition

BENEFITS FOR END-USERS

- > Replacement and enhancement of the physical wallet with a virtual wallet that facilitates digital currency management over traditional physical payment methods such as cash, checks and credit cards
- > Convenient and easy one-click payments
- > Access to new types of transactions, including P2P transfers, cross-border remittances and on-the-fly cardless payment
- > A secure solution that keeps sensitive account and card data private so users can manage their payments free of risk
- > Access to rewards, offers and personalized experiences delivered to the mobile phone and linked to consumers' unique payment habits

||||| The world leader in digital security

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