MTN Launches Gemalto SIM-Based Soccer Voting Game in West Africa

Leading African operator provides its subscribers with mobile services to forecast results on soccer games

Amsterdam / Abidjan, 20 June, 2006 – Gemalto (Euronext NL0000400653 GTO), a world leader in digital security, today announced that MTN Côte d’Ivoire is rolling out its turnkey solution for voting on soccer results. MTN Côte d’Ivoire is an affiliate of the MTN Group, the leading mobile operator in Africa, with GSM networks in eight African countries that collectively service the needs of more than 33 million subscribers. With this Gemalto application, MTN Côte d’Ivoire makes it extremely quick and simple for users to access voting services and subscribe to real-time alerts related to the matches.

With easy-to-navigate menus, MTN Côte d’Ivoire subscribers can forecast and vote for the score of each match and the results of the overall competition. They do not need to type in complex keywords or web addresses to use the voting services, as this is offered through ready-made dynamic menus. Furthermore, the Gemalto solution makes it convenient for users to request specific soccer information, such as statistics, and it also enables MTN Côte d’Ivoire to send alerts as goals are scored, so that users permanently keep updated with the latest competition news.

Gemalto provided MTN Côte d’Ivoire with a turnkey solution to deploy compelling value-added services within a very short time period, enabling them to focus on their core business: distributing and promoting customized packages to their customers. With attractive services related to the world’s most popular sport, MTN Côte d’Ivoire can segment their offering to address the market of soccer fans.

“This Gemalto voting game is so attractive and convenient to use that all soccer fans in Ivory Coast will love it,” said Jean-Simon Ngann-Yonn, chief marketing officer at MTN Côte d’Ivoire. “We are confident this innovative application will give our value-added services strategy a new and profitable twist.”

“Our mobile sport-related game will allow MTN Côte d’Ivoire to leverage the popularity of a worldwide event to attract new subscribers,” added Vitor Miranda, very large accounts manager, CIS, Middle-East, Africa at Gemalto. “We are pleased to support MTN Côte d’Ivoire in building their brand by providing them with differentiating services.”
About Gemalto
Gemalto (Euronext NL 0000400653 GTO) is a leader in digital security with pro forma 2005 annual revenues of $2.2 billion, operations in 120 countries and 11,000 employees including 1,500 R&D engineers. The company's solutions make personal digital interactions secure and easy in a world where everything of value - from money to identities - is represented as information communicated over networks.

Gemalto thrives on creating and deploying secure platforms, portable and secure forms of software in highly personal objects like smart cards, SIMs, e-passports, readers and tokens. More than a billion people worldwide use the company's products and services for telecommunications, banking, e-government, identity management, multimedia digital right management, IT security and other applications. Gemalto was formed in June 2006 by the combination of Axalto and Gemplus International S.A. For more information please visit www.gemalto.com.

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