



DU Telecom rolls-out high-end machine-to-machine services in the UAE in partnership with Gemalto

UAE's first deployment of Machine Identification Modules in Gemalto's dedicated M2M solution

Dubai and Amsterdam – March 20th, 2013 – UAE's integrated telecommunications service provider DU Telecom, and Gemalto (Euronext NL0000400653), the world leader in digital security, announced an agreement to deploy Gemalto's [Machine Identification Module \(MIM\)](#) in what is the first to deploy cutting-edge machine-to-machine (M2M) communication technology in the UAE market. Designed to make business processes more efficient and cost-effective, Gemalto's *Cinterion™ MIM* cards will be integrated in all major M2M initiatives for a variety of end-markets, from oil and gas, retail, healthcare, utilities, to power management, as well as the transportation sector and will contribute to vast operational improvements in the region's industrial sectors. The solution allows for remote machines to directly communicate with central management systems and enable increased productivity.

Gemalto's MIMs are specialized SIM platforms designed for M2M wireless communication and will operate on DU's state-of-the-art network. They meet the demanding requirements of varying industrial environments and ensure M2M applications resist the climatic challenges in the UAE, endure a long lifespan and support miniaturization requirements. The MIMs can be embedded in smart meters and will enable utility companies or energy distributors in the UAE to securely and remotely monitor electricity consumption in real time. In the oil and gas industries, the devices will help manage hard-to-reach meters to ensure effective maintenance. Transportation companies will have the option of tracking the flow of vehicles to optimize their routes with up-to-the-minute traffic information leading to a significant reduction in overall non-productive periods.

"Machine to Machine communication is a dynamic collaborative tool and is perfectly suited for core sectors such as oil and gas, manufacturing, transportation and healthcare. This is an emerging new focus area for us as part of our strategy to tap new business models and revenue streams. We chose Gemalto for their expertise in M2M technology which exemplifies our reliable and enhanced services to our customers," said Farid Faraidooni, Chief Commercial Officer, DU Telecom.

"DU is fuelling innovation in the UAE and the deployment of MIM cards has the potential to change the industry's landscape in the region. M2M is surging globally with analysts forecasting it will become a \$28 billion market by 2014¹. Gemalto and DU are dedicated to enabling this growth in the Middle East," added Eric Claudel, Senior Vice President of Telecommunication at Gemalto Middle East.

¹ Source: Beecham Research

About Gemalto

Gemalto (Euronext NL0000400653 GTO) is the world leader in digital security with 2012 annual revenues of €2.2 billion and more than 10,000 employees operating out of 83 offices and 13 Research & Development centers, located in 43 countries.

We are at the heart of the rapidly evolving digital society. Billions of people worldwide increasingly want the freedom to communicate, travel, shop, bank, entertain and work – anytime, everywhere – in ways that are enjoyable and safe. Gemalto delivers on their expanding needs for personal mobile services, payment security, authenticated cloud access, identity and privacy protection, eHealthcare and eGovernment efficiency, convenient ticketing and dependable machine-to-machine (M2M) applications. Gemalto develops secure embedded software and secure products which we design and personalize. Our platforms and services manage these secure products, the confidential data they contain and the trusted end-user services they enable. Our innovations enable our clients to offer trusted and convenient digital services to billions of individuals.

Gemalto thrives with the growing number of people using its solutions to interact with the digital and wireless world. For more information visit www.gemalto.com, www.justaskgemalto.com, blog.gemalto.com, or follow [@gemalto](https://twitter.com/gemalto) on Twitter.

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About du

We opened for business in 2006. We offer mobile and fixed telephony, broadband connectivity and IPTV services to individuals, homes and businesses. We also provide carrier services for businesses and satellite up/downlink services for TV broadcasters.

As a rapidly-growing enterprise, we have a team of experts working to enhance and expand our bouquet of service offerings. Our people come from over 60 countries - we mirror the rich cultural diversity of our nation, while being able to serve our customers in a variety of languages. Over 50% of our senior management team and customer-facing employees are UAE nationals, and we remain committed to providing fulfilling opportunities for quality talent in a cosmopolitan working environment.

By the end of 2012, more than 6.45 million people and over 50,000 businesses have chosen to use our services. In a survey conducted by ARC Chart, we were named the Best Mobile Broadband Network 2012 in the Middle East and Africa region. We also ranked first in MENA's Standard & Poor/Hawkamah Environmental, Social and Corporate Governance Index in 2011.

du is 39.5 percent owned by Emirates Investment Authority, 20.081 percent by Mubadala Development Company PJSC, 19.5 percent by Emirates Communications and Technology LLC and the remaining stake by public shareholders. du is listed on the Dubai Financial Market (DFM) and trades under the name 'du'.

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