



## **MCX Selects Gemalto for Mobile Commerce Platform**

Dallas and Amsterdam, April 17, 2013 – As it moves closer to bringing its much-anticipated versatile, secure and widely accepted mobile commerce solution to the marketplace, Merchant Customer Exchange (MCX) today announces the selection of Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, to build its mobile wallet.

MCX selected Gemalto for its unmatched expertise in mobile financial services and track record of being trusted by leading banks, governments, merchants and mobile operators and their customers all over the world.

The initial MCX wallet, which will be primarily barcode and cloud-based, will run on Gemalto's Allynis Mobile Payment platform. MCX will also leverage Gemalto's mobile wallet software for a rich smartphone application as well as development kits to enable retailers to embed the wallet functionality within their own applications.

Once it is fully deployed, the wallet will be accepted at all MCX members, an unparalleled, growing group of widely respected merchants that collectively operate more than 75,000 stores and process more than \$1 trillion in payments annually. Consumers will have access to a personalized payment experience integrated with merchant offers, promotions, loyalty and location-based services, which they will be able to use at many of the large retailers at which they regularly shop.

"Gemalto's global experience and unparalleled expertise make it the ideal partner to develop a mobile wallet worthy of the stature of merchants backing MCX," said MCX's Dodd Roberts. "Our work with them over the past months leaves little doubt that MCX will benefit from their considerable technical expertise."

"The caliber and scale of the merchant organizations behind MCX creates opportunity to elevate mobile payments," added Jack Jania, Senior Vice President at Gemalto. "We are excited that MCX chose our technology to implement and deliver their roadmap towards convenient and secure retail payments on all smartphones."

## About MCX

Founded in 2012, Merchant Customer Exchange (MCX) seeks to lead the shift to mobile payments by providing better shopping and paying experiences for customers and merchants alike. Backed by leading merchants such as Dunkin' Brands, Target Corp. and Shell Oil Products US, MCX's owner-members include leaders in the big-box, convenience, drug, fuel, grocery, quick- and full-service dining, specialty-retail, and travel categories. These companies collectively operate more than 75,000 stores, process more than \$1 trillion in payments annually, giving MCX scale and ubiquity unparalleled within the mobile-payments industry. The company is based in Irving, Texas. For more information, visit <http://mcx.com>.

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## 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. We develop secure embedded software and secure products which we design and personalize. Our platforms and services manage these products, the confidential data they contain and the trusted end-user services they make possible.

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

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