

## pressrelease

### Gemalto accelerates IoT adoption and innovation in Japan

**Amsterdam, Apr. 3, 2017** - Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, announces it has been selected by SoftBank Corp. ("SoftBank") as a partner for [On-Demand Connectivity](#) (ODC) services enabling both consumer and industrial machine-to-machine (M2M) IoT connectivity and deployment of value added applications and services. Under the collaboration, Gemalto will supply its [Remote SIM Provisioning](#) platform, allowing SoftBank to remotely manage initial connectivity and subscriptions throughout the device's lifecycle. This will give the Japan based mobile network operator a competitive edge in connecting expanding digital devices, such as connected cars, wearables, traffic monitoring systems, or smart meters. Gemalto's subscription management platform also eliminates logistics hurdles for OEMs, mobile operators and service providers, and enhances the user experience over the long haul.

IoT has been experiencing great momentum in Japan since the formation of the IoT Acceleration Consortium. According to the Japan External Trade Organization (JETRO), domestic IoT revenue is forecast to reach US\$130 billion<sup>1</sup> this year, with a compound annual growth rate (CAGR) of 11%. JETRO expects IoT expenditures and investments in Japan to cross the US\$100 billion mark by 2018, growing at a 17% CAGR. The present top-spending sectors are manufacturing, transportation, and utilities.

*"Gemalto is a tier one strategic partner with whom we have worked on many other successful innovative projects. With the industry fast moving to IoT, Gemalto's rich and wide-ranging portfolio of IoT products and solutions made it a natural choice for us,"* said Hironobu Tamba, Division Head, Service Platform Strategy & Development Division of Softbank. *"As the number of connected devices grows each day, and the demand for flexibility and seamless user experience soars, we believe ODC is a game-changer for the telecommunications industry."*

*"SoftBank is a global leader and key innovator in the mobile and IOT ecosystem,"* said Sashidhar Thothadri, Senior Vice President, Mobile Services & IoT, South Asia & Japan at Gemalto. *"We are very excited to be selected by SoftBank for this prestigious program and with our experience of deploying more than 20 projects worldwide, we are confident of delivering a solid platform to boost new revenue streams and create a unique and valuable experience for customers."*

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<sup>1</sup> Source: [JETRO](#)

## About Gemalto

Gemalto (Euronext NL0000400653 GTO) is the global leader in [digital security](#), with 2016 annual revenues of €3.1 billion and customers in over 180 countries. We bring trust to an increasingly connected world.

Our technologies and services enable businesses and governments to authenticate identities and protect data so they stay safe and enable services in personal devices, connected objects, the cloud and in between.

Gemalto's solutions are at the heart of modern life, from payment to enterprise security and the internet of things. We authenticate people, transactions and objects, encrypt data and create value for software – enabling our clients to deliver secure digital services for billions of individuals and things.

Our 15,000+ employees operate out of 112 offices, 43 personalization and data centers, and 30 research and software development centers located in 48 countries.

For more information visit [www.gemalto.com](http://www.gemalto.com), or follow [@gemalto](#) on Twitter.

## Gemalto media contacts:

Philippe Benitez  
Americas  
+1 512 257 3869  
[philippe.benitez@gemalto.com](mailto:philippe.benitez@gemalto.com)

Kristel Teyras  
Europe Middle East & Africa  
+33 1 55 01 57 89  
[kristel.teyras@gemalto.com](mailto:kristel.teyras@gemalto.com)

Shintaro Suzuki  
Asia Pacific  
+65 6317 8266  
[shintaro.suzuki@gemalto.com](mailto:shintaro.suzuki@gemalto.com)

Vivian Liang  
大中华地区 (Greater China)  
+86 1059373046  
[vivian.liang@gemalto.com](mailto:vivian.liang@gemalto.com)