

pressrelease

MPT chooses Gemalto services to enrich Myanmar customers' mobile experience

Amsterdam, Feb. 24, 2017 - Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, and MPT, the country's no.1 Telecom operator serving 23 million¹ mobile subscribers, are extending their partnership. MPT has acquired Gemalto's [Device Management and Advanced Over-The-Air \(AOTA\)](#), in a bid to strengthen the relationship with its subscribers and expand its service portfolios.

As the fourth² fastest-growing mobile market in the world, Myanmar experienced tremendous mobile penetration growth in the past years, from 10% in 2012 to 63% in 2016³, presently accounting for 6% of the global mobile subscribers. Having launched its 4G network in 2016⁴, MPT is committed to further developing 4G usage. For instance, by collecting and analyzing real-time user and handset data via the advance statistic feature under Device Management. Other advanced solutions like AOTA give MPT the competitive edge in delivering services remotely, in turn reducing disruption and enhancing customer experience.

"These additional facilities represent a major leap-forward for MPT. We can now truly understand our subscribers, develop personalized services to meet their changing needs, and boost business opportunities," said Koichi Kawase, Chief Commercial Officer of MPT-KSGM Joint Operations. *"MPT's primary objective is to provide the highest service for our customers. Therefore this collaboration, built upon industry-proven technologies and global expertise, will enable us to achieve further convenience and a prime mobile experience for customers in Myanmar".*

"Our strong collaboration with MPT will bring greater innovation, trust, and growth in Myanmar's mobile market, unlocking new possibilities and ushering a new era of user convenience," said Sashidhar Thothadri, Senior Vice President, Mobile Services & IoT for South Asia and Japan at Gemalto. *"Leveraging our suite of solutions, MPT will be able to gain a strategic advantage in understanding subscribers' behaviour while subscribers will get to experience first-class, on-the-go connectivity."*

¹ Source: [MPT](#)

² Source: [Myanmar Times](#)

³ Source: [Oxford Business Group](#)

⁴ Source: [MPT](#)

About Gemalto

Gemalto (Euronext NL0000400653 GTO) is the global leader in digital security, with 2015 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 14,000+ employees operate out of 118 offices, 45 personalization and data centers, and 27 research and software development centers located in 49 countries.

For more information visit www.gemalto.com or follow [@gemalto](https://twitter.com/gemalto) on Twitter.

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