



MICHEL CANITROT ELECTED NEW CHAIRMAN OF SIMALLIANCE

London, 16th July 2007, SIMalliance, the global association made up of the world's leading SIM card manufacturers, announces that Michel Canitrot has been elected Chairman of the new elected Board of SIMalliance.

The new SIMalliance Board comprises members from Gemalto, Giesecke & Devrient, Incard, Oberthur Card Systems and Sagem Orga.

Michel Canitrot is Executive Vice-President Very Large Accounts at Gemalto. He joined Gemplus in September 1998 as Vice-President of Multi Application Products. He was subsequently appointed Vice-President corporate marketing division of Gemplus' Telecommunication & Public Telephony Department in November 1999. From 2001 to 2003, Michel Canitrot served as Senior Vice-President in charge of Sales and Services and as President of Gemplus Latin America in 2004. He most recently held the position of Senior Vice-President of Gemplus with particular responsibilities for Latin America, EMEA and key accounts. Prior to joining Gemplus, Michel Canitrot had a long career within the cellular business of Matra, and five years with Nortel.

Commenting on his new appointment Michel Canitrot said: "I am really pleased to continue driving the work of the association in the promotion of the SIM as a secure access device for the deployment of pioneering mobile multimedia and communications services. We will continue to work on the issuance of guidelines and specifications for a better interoperability between SIM, Handset and OTA Platform in order to boost service delivery and management for operators and other participants of the mobile services ecosystem."

Michel Canitrot replaces Christophe Dolique who has chaired the association's board for the past year and whose chairmanship was marked by the success of the first edition of SIMposium in Berlin, the global conference where the mobile eco-system meets the SIM Industry.

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NOTES TO EDITORS

About the SIMalliance:

Putting the SIM at the heart of the new mobile eco-system: Over the past five years SIMalliance has become one of the world's foremost commentators in the mobile business. By operating outside the singular commercial interests of any individual SIM card player, the association has been able to pinpoint the mission critical services on the horizon and help steer their development to meet the practical needs of the mobile market.

With SIMalliance members now responsible for nine in every ten SIM cards sold worldwide, the collective vision of the association is uniquely placed to shape SIM developments and the impact they will have on the new generation of mobile services. From their standpoint, the challenge couldn't be clearer for the protagonists in the mobile eco-system.*

** SIMalliance members are: Eastcompeace, Gemalto, Giesecke & Devrient, Incard, Oberthur Card Systems, Prism (A Net1 Company), Sagem Orga, SanDisk and XPonCard*

For more information: www.simalliance.org

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