



EASTCOMPEACE JOINS SIMALLIANCE

SIMalliance extends its reach by welcoming a new member

[London, 12 February 2007], SIMalliance announces that Eastcompeace - **the N°5 smart card player** in the World (Frost & Sullivan) and the **largest domestic supplier of smart cards in China** - today reinforced its commitment to common and interoperable SIM & OTA architectures by officially joining the alliance.

The Eastcompeace membership further establishes SIMalliance's global footprint and confirms the alliance's position as the reference organisation for the SIM Industry.

With this extended geographical coverage the SIMalliance, whose role is to promote interoperable SIM & OTA (Over-The-Air Platform) architectures, will be able to better steer its development to meet the practical needs of the mobile market. The alliance's unequalled knowledge of "glocal" markets enables members to foresee and facilitate new services and content opportunities arising from the convergence of mobile communications, the Internet and content providers.

Operators and content providers need to deploy global solutions quickly while responding to the ever increasing needs of their customers for services and content that cater to individual customer demands. As mobile devices undergo rapid transformation from voice communicators to tailor-made personal services and content access devices, the SIM card inside is not only the most flexible and secure universal platform allowing for sophisticated personalisation of services and content, it also permits dynamic OTA management when already in service.

"This new membership shows a real maturity of the Industry and confirms that the SIMalliance is a truly global organisation", says Christophe Dolique, Chairman of SIMalliance. "Following the path of GSM technology, which has been a success mainly due to its global interoperability, the SIM card is poised to turn into a true revenue generator for operators and content providers, allowing them to deploy globally customised services & content quickly and easily".

Commenting on joining the alliance, Mr. Huang Ningzhai, Vice President of Eastcompeace said: "With the fast development of mobile communication technology, SIM is set to play a more and more important role in the future. By joining this unique association for leading SIM vendors, we're

convinced that we are better positioned to influence and to contribute to developments in the industry.””

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Note to editors:

About 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, Oberthur Card Systems, Giesecke & Devrient, Incard SA, Prism, Sagem Orga, Sandisk & XPonCard*

For more information, please visit <http://www.simalliance.com> or contact:

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About Eastcompeace

Eastcompeace, a leading smart card products and system solutions provider, is the latest company to join SIMalliance, the world's leading consortium of SIM vendors.

As the biggest SIM card vendor from China, Eastcompeace has been devoting to the technology innovation and product R&D since its establishment and has created a complete SIM card product portfolio including its own OS and JAVA platform. With its customers in around 30 countries all over the world, Eastcompeace delivered more than 400 million SIMs since its establishment of 1998.

Eastcompeace

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