

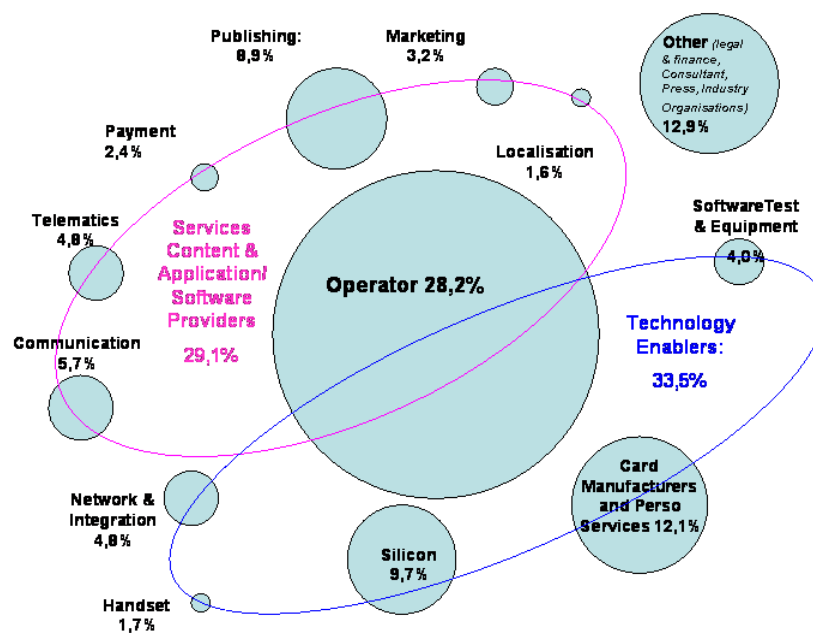
SIMPOSIUM 2007 in BERLIN MISSION ACCOMPLISHED!

London, 29th May 2007, SIMAlliance, the global association made up of the world's leading SIM card manufacturers, who created SIMposium 2007 - the first in a series of international conferences & exhibitions - announces it has reached its first-year objective and the next edition scheduled in April 2008.

www.simpodium-simalliance.com

Taking place in Berlin on the 24th and 25th April 2007, SIMposium 2007 brought together an international audience of 300 participants representative of the mobile eco-system together and beyond to debate latest trends in mobile services & technology and the impact of disruptive architectures and business models on the mobile services delivery value-chain.

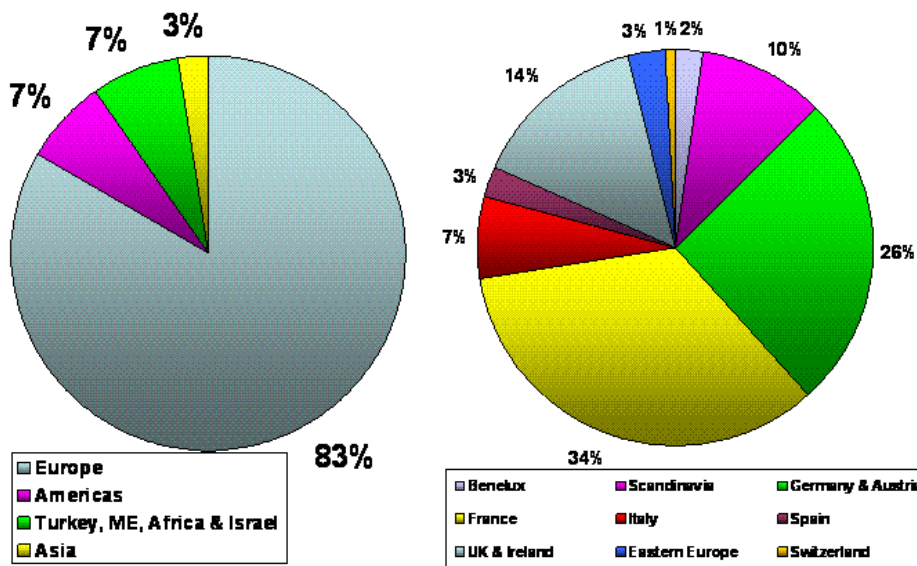
Operator companies accounted for one third of participants representing 700 million subscribers in the World. Technology Enablers represented another third of participating companies while the other third was made of Services, Content & Application Software Providers, representative of many vertical sectors such as Media, Payment, Marketing, Telematics and the Internet.



“SIMposium 2007 has surpassed our expectations. There has never been an event gathering so many participants in the SIM Industry. SIMposium 2007 is the living proof that the SIM Industry is well alive and dynamic and has been able to adapt itself to paradigm shifts by opening the discussion to the whole eco-system. “ said Hervé Pierre, SIMposium Project Director. “This is a very good basis to build upon for next year’s edition”, he continued.

An International Event

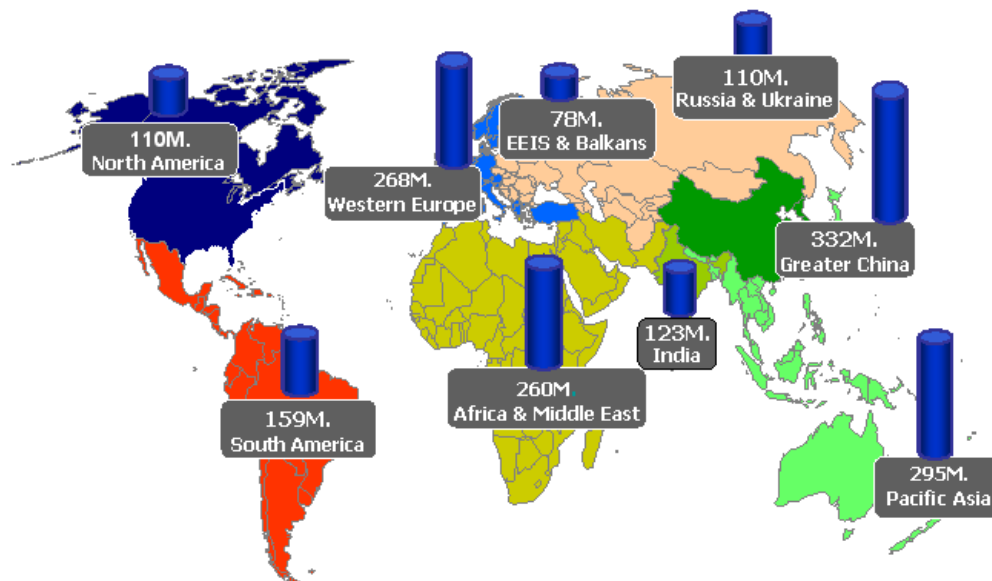
With 20 exhibitors and 300 participants from 28 countries across the World, SIMposium 2007 confirmed its international scope. From CEOs to SIM Managers, the participation was wide and a majority came from European Countries.



“While the scope of SIMposium 2007 was international, we have concentrated our marketing efforts on Europe and were happily surprised to welcome 17% of participants from outside Europe. This brings the question about increasing the international footprint of SIMposium or duplicating the event outside Europe” continued Hervé Pierre.

Global SIM Card Shipments

SIMposium 2007 was for the SIMalliance the chosen annual event to publish global SIM card shipments *: **1,9 billion SIM card shipped in 2006, an increase of 30% on 2005, of which 1,7 billion were shipped by SIMalliance members as follows:**



**SIMalliance Market Figures are produced through a blind and robust process based on real deliveries. These figures are accurate thanks to SIMalliance's global footprint (> 90%).*

Many Untapped Opportunities for the SIM!

The 7 keynotes, 12 panels and 60 presentations were well attended. Divided in 7 different tracks the following topics: MVNO & brand strategies plus services/content differentiation, Mobile NFC, Mobile TV, Machine-to-Machine (M2M) and a Review of Technologies and Standards were put under the spotlight. Participants were able to discover many untapped opportunities for SIM technology today.

Commenting on the event, the following participants said:

« Great possibility to get overview of SIM & technology trends for Telecom Operators » Dr Julia Nagina, **Vimpelcom**

“If you want to hear from the real experts in the SIM industry, then SIMposium is the place to be - no question!” Gary Waite, Technology Manager, Devices & SIM, **O2**

«SIMposium is THE place to be once a year to get the main trends and issues of the market» Arnaud Cave, Head of SIM cards Marketing, **SFR**

«One of the best opportunities to learn about the trends and evolutions, meet the right suppliers in the Industry and develop new revenue channels for your business» **Ismail Sharara, VP Business Development, Citex – Saudi Arabia**

«This event is good to get updated on SIM trends and obtain information from what the other operators have already done with the SIM» Kadarsih Pracaya, VP Card Management, **PT Indosat**





The next edition of SIMposium will be held in April 2008 in Berlin.

More information: www.simpodium-simalliance.com

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, Giesecke & Devrient, Incard, Oberthur Card Systems, Prism (A Net1 Company), Sagem Orga, SanDisk & XPonCard

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