



## **Axalto Delivers the Benefits of Phonebook Backup Service to Optus Subscribers**

Axalto SIMsave™ solution enables the second largest operator in Australia to build loyalty with smart and convenient phonebook back up service for its customers

**3GSM World Congress, Barcelona, February 13, 2006** – Axalto (Euronext: NL0000400653 AXL) announced today that Optus has selected Axalto's SIMsave solution which enables subscribers to seamlessly back-up and synchronize mobile phonebooks. Optus is the first operator in Australia to launch this back-up service, offering invaluable protection for its subscribers against the loss of their phonebook information. The solution meets Optus's requirement of a transparent service needing no subscriber intervention.

Previously, mobile phone users had to buy separate standalone devices in order to back up their phonebooks. Based on SIMsave solution, Optus *SIM Backup* allows both new and existing Optus customers to duplicate copy up to 500 names and numbers. Optus *SIM Backup* operates transparently for the customer, using over-the-air technology to ensure that all information on the subscriber's SIM is updated on a regular basis.

*"As our customers make mobile devices central to their work- and life-styles, the Optus SIM Backup service makes our offering more competitive and attractive in this market,"* noted Michael Smith, Consumer Group Marketing Director, Optus. *"Working with Axalto enables us to deliver convenient and compelling services to our customers, helping us to stay true to our commitment of getting it right and making it simple."*

*"Both Optus and Axalto share a common vision, to deliver services to the mobile users that are personal, secure and convenient. Axalto's SIMsave was designed to remove the inconvenience caused by losing important contacts when a mobile device is misplaced. It is a simple solution that directly solves a major pain point for mobile users,"* said Claus Hansen, Vice President, Axalto South East Asia. *"We are proud to work with Optus on this leading project and we look forward to supporting them as they continue to deliver a superior customer experience."*

### **About Axalto**

Axalto (Euronext :NL0000400653 AXL) is the world's leading provider (Gartner 2005) of microprocessor cards - the key to digital networks - and a major supplier of point-of-sale terminals. Its 4,500 employees, from over 65 nationalities, serve customers in more than 100 countries, with worldwide sales reaching over 3 billion smart cards to date. With a 25 year's of experience in smart card innovation, the company leads its industry in security technology and open systems.

Axalto creates new generations of products for use in a variety of applications in the telecommunications, finance, retail, transport, entertainment, healthcare, personal identification, information technology and public sector markets. Microprocessor cards provide convenience, security and privacy to public and private services operators, their customers and end users. For more information, please visit [www.axalto.com](http://www.axalto.com).

### **About Optus**

Optus is an Australian leader in integrated communications - serving more than six million customers each day. The company provides a broad range of communications services including mobile, national and long distance services, local telephony, international telephony, business network services, internet and satellite services and subscription television. In 2001, SingTel became the parent company of Optus, paving the way for Optus to become a strong and strategic telecommunications player within the Asia-Pacific region. For more information please visit [www.optus.com.au/aboutoptus](http://www.optus.com.au/aboutoptus)

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