



M2M Multi-Operator Alliance Announces Single Worldwide SIM Card Trails on Connected Management Platform

- **Alliance adds the Middle East's largest operator, Etisalat, to its growing global footprint**
- **Live demonstrations of global connectivity solutions on connected tablets at Mobile World Congress 2013 in Barcelona**

Madrid, February 25, 2013 – The alliance announced today at Mobile World Congress 2013 a new member, Etisalat, and demonstration of the technical capability of the alliance to enable a single worldwide SIM card via a web-based platform.

Comprised of seven leading mobile operators – KPN, NTT DOCOMO, Rogers Communications, SingTel, Telefonica, Telstra, VimpelCom and now Etisalat – the alliance announced last year its intent to bring technology to market that would simplify the process of global M2M deployments. As the largest mobile operator coalition in the world, the Alliance aims to eliminate complexity for multinational companies associated with worldwide deployments of connected devices.

Multinational corporations planning to roll out connected devices worldwide face a multitude of hurdles, including mobile operators with limited local coverage, fragmented network landscapes and multiple connected device platforms. The alliance aims to build the technical capability to simplify multi-network M2M solutions for multinational customers in the retail, healthcare, consumer electronics, transportation and automobiles and energy and on a world wide scale.

All members of the alliance offer the leading M2M platform for enterprises, Jasper Wireless's Control Center, as part of this solution, which is connected with the subscription management platform from Giesecke & Devrient enabling the secure subscription swap functionality. The alliance is also open to prospective members who do not have a partnership with Jasper Wireless. Throughout Mobile World Congress 2013, alliance members will be conducting live demonstrations showing the SIM management capabilities and Over-the-Air (OTA) subscription updates on connected tablets simulating the real consumer experience. This intelligent technical functionality, coupled with the secure wireless subscription management platform SmartTrust® AirOn™ from Giesecke & Devrient, is a powerful capability highly sought after by mass-manufacturers of connected devices.



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Throughout the Mobile World Congress 2013 event, demonstrations of the alliance's platform and single global SIM card can be seen at the following booths:

Telefónica SA

Hall 3: Stand 3B108

NTT DOCOMO, INC.

Hall 6: Stand 6D40

Giesecke & Devrient

Hall 6: Stand 6D70

About KPN



KPN is the leading telecommunications and ICT service provider in the Netherlands, offering wireline and wireless telephony, internet and TV to consumers and end-to-end telecom and ICT services to business customers. In Germany and Belgium, KPN pursues a Challenger strategy in its wireless operations and holds number three market positions through E-Plus and BASE. KPN provides wholesale network services to third parties and operates an efficient IP-based infrastructure with global scale in international wholesale through iBasis. For M2M we offer PAN European solutions.

At December 31st, 2011, KPN served over 44.5 million customers, of which 36.6 million were in wireless services, 4 million in wireline voice, 2.5 million in broadband Internet and 1.4 million in TV. With 18,687 FTEs in the Netherlands (31,084 FTEs for the whole group), KPN reported full-year revenues of EUR 13.1bn and an EBITDA of EUR 5.1bn in 2011. KPN was incorporated in 1989 and is listed on the Amsterdam Stock Exchange.

About NTT DOCOMO

NTT DOCOMO is a world-leading integrated-services company centered on mobility. The company serves over 60 million mobile customers in Japan via advanced wireless networks, including a nationwide 3G network and one of the world's first commercial LTE networks. Leveraging its unique capabilities as a mobile operator, DOCOMO is a leading developer of cutting-edge technologies for NFC mobile payments, mobile GPS, mobile TV, intuitive mobile assistance, environmental monitoring, smart grids and much more. Overseas, the company provides technical and operational expertise to eight mobile operators and other partner companies. NTT DOCOMO is listed on the Tokyo (9437), London (NDCM) and New York (DCM) stock exchanges. Please visit www.nttdocomo.com for more information.

About Rogers

Rogers Communications is a diversified Canadian communications and media company. We are Canada's largest provider of wireless voice and data communications services and one of Canada's leading providers of cable television, high-speed Internet and telephony services. Through Rogers Media we are engaged in radio and television broadcasting, televised shopping, magazines and trade publications, sports entertainment, and digital media.



We are publicly traded on the Toronto Stock Exchange (TSX: RCI.A and RCI.B) and on the New York Stock Exchange (NYSE: RCI).

About SingTel

SingTel is Asia's leading communications group providing a portfolio of services including voice and data solutions over fixed, wireless and Internet platforms as well as infocomm technology and pay TV. The Group has presence in Asia and Africa with 445 million mobile customers in 26 countries, including Bangladesh, India, Indonesia, Pakistan, the Philippines and Thailand. It also has a vast network of offices throughout Asia Pacific, Europe and the United States.

About Telefónica Digital

Telefónica Digital is a global business division of Telefónica. Its mission is to seize the opportunities within the digital world and deliver new growth for Telefónica through research & development, venture capital, global partnerships and digital services such as cloud computing, mobile advertising, M2M solutions and eHealth. Telefónica Digital will deliver these innovative products and services to Telefónica's 300 million customers as well as leveraging the power of the internet to enter new markets. It is headquartered in London with regional centres in Silicon Valley, Sao Paulo, Spain and Tel Aviv. Jajah, Terra, Tuenti, giffgaff and 48 are all part of the Telefónica Group.

About Telstra

Telstra is Australia's leading telecommunications and information services company, with one of the best known brands in the country. Telstra offers a full range of services and competes in all telecommunications markets throughout the country. Telstra has Australia's largest fully integrated IP network and Australia's largest and fastest mobile broadband network, the Telstra Mobile network, comprising 3G-HSPA+ (across the entire coverage footprint) and 4G-LTE technology (in more than 100 locations across Australia) operating together. Telstra also has an international presence spanning 15 countries, including China.

About VimpelCom

VimpelCom is one of the world's largest integrated telecommunications services operators providing voice and data services through a range of traditional and broadband mobile and fixed technologies in Russia, Italy, Ukraine, Kazakhstan, Uzbekistan, Tajikistan, Armenia, Georgia, Kyrgyzstan, Cambodia, Laos, Algeria, Bangladesh, Pakistan, Burundi, Zimbabwe, Central African Republic and Canada. VimpelCom's operations around the globe cover territory with a total population of approximately 782 million people. VimpelCom provides services under the "Beeline", "Kyivstar", "djuice", "Wind", "Infostrada", "Mobilink", "Leo", "banglalink", "Telecel", and "Djezzy" brands. As of March 31, 2012 VimpelCom had 209 million mobile subscribers on a combined basis. VimpelCom is traded on the New York Stock Exchange under the symbol (VIP). For more information visit: www.vimpelcom.com

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