IDEMIA

SoftBank selects OT's Prepaid SIM cards and packaging to address foreign visitors to Japan

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Oberthur Technologies, a leading global provider of embedded security software products and services, today announced that SoftBank Group Corp. has chosen OT as a technology partner to provide a specially designed SIM card, "Prepaid SIM for Travel", and its packaging, dedicated to foreign visitors to Japan.

In its new vision for tourism announced this year1, the Japanese Government pledged to increase foreign visitors to 40 million by 2020. Thus Softbank's ambition is to propose dedicated mobile offers to serve this increasing number of visitors in the country. The "Prepaid SIM for Travel" will enable them to access SoftBank's high-speed network and make the most of a reliable connection across and from any location in Japan.

Softbank's "Prepaid SIM for Travel" proposes two iconic designs for visitors to choose from: one version illustrated with Mt. Fuji and a second version featuring Hello Kitty, a popular character in Japanese culture. These SIM cards will be distributed nationwide across SoftBank shops, electronics retail stores, SoftBank rental counters at internal airports, and more from the middle of November*1. In addition, by using OT's Smart Packaging portfolio, SoftBank can promote its products with original packaging designed to help the distribution of its SIM offerings, with a maximum brand impact on end-users.

> *OT's range of SIM cards and solutions has been designed to meet Mobile Network Operators' challenges in terms of market connectivity and service requirements. We are delighted to support SoftBank in this ambitious project to serve millions of visitors while helping them strengthen their brand awareness thanks to personalized packaging solutions. We are proud to support SoftBank securing technologies enabling mobility.*
>
> *Nobuyoshi Nezu, Representative Director of Oberthur Technologies JAPAN KK*

(1) Asuno Nihonwo Sasaeru Kanko Vision Koso Kaigi 30 Mar. 2016