



INSIDE SECURE WINS PRESTIGIOUS CANADIAN & INTERNATIONAL INNOVATION 2012 GOLD AWARDS

ACT Canada Awards SecuRead Products Designed into RIM Blackberry Devices

AIX-EN-PROVENCE, France, June 26, 2012 – INSIDE Secure (NYSE Euronext Paris FR0010291245 – INSD.PA), a pioneer and leader in semiconductor solutions for secure transactions and digital identity, today announced that its SecuRead® NFC solution designed into RIM Blackberry devices won ACT Canada Canadian & International Innovation Gold Medal awards for payment solutions benefiting issuers, and for payment solutions benefiting consumers. The double Gold Medal win affirms INSIDE Secure’s focus on security solutions for mobile devices that benefit multiple members of the mobile payment ecosystem.

“Mobile payment solutions must satisfy many rigorous security, provisioning, and usability requirements,” said Catherine Johnston, CEO of ACT Canada. “The INSIDE Secure SecuRead NFC solution elegantly solves critical payment industry authentication challenges while simplifying user transactions.”

SecuRead designed into RIM Blackberry devices is the first Open NFC™-based payment solution certified by MasterCard and represents the leading edge of NFC payment support built into a smartphone. The SecuRead solution in RIM devices provides an embedded secure element that includes the intelligence to differentiate between authentication, access, and payment transactions.

Whether authenticating the user, making a secure payment, or gaining physical access to a restricted area, the SecuRead solution delivers unprecedented convenience to users. It eliminates having to carry multiple cards in a physical wallet, enabling the implementation of digital wallets. In addition, SecuRead-equipped smartphones support secure mobile payment, even in battery-off mode.

“SecuRead designed into RIM devices solution takes secure payment and authentication to the next level of intelligence,” said Didier Serra, executive vice president and general manager for INSIDE Secure in the United States. “At the same time, it allows issuers to simplify payment offering provisioning while increasing differentiation. There is nothing else



available that delivers similar flexibility and the ability to accelerate deployment of NFC-based mobile payment solutions.”

About ACT Canada

ACT Canada is a stakeholder association recognized internationally as an authority, trusted knowledge resource and catalyst for change in payments and secure identity. Its members include all segments of the smart card ecosystems, including issuers, acquirers, merchants, regulators, brands, networks, governments, technology providers, integrators, industry associations, security specialists, gateways, processors, integrators, loyalty companies, transit systems, secure identity solution providers and many other stakeholders.

About INSIDE Secure

INSIDE Secure (NYSE Euronext Paris FR0010291245 – INSD.PA) is a leading designer, developer and supplier of semiconductors, embedded software and platforms for secure transactions and digital security. INSIDE mobile NFC, secure payment and digital security products provide security for a wide range of information processing, storage and transmission applications. The company’s customers are found in a wide range of markets including mobile payment, identification documents, access control, transit, electronic device manufacturing, pay television and mobile service operators. For more information, visit www.insidecure.com.

For INSIDE Secure

Media contact:

Patrick Corman
Corman Communications, LLC
+1 (650) 326-9648
patrick@cormancom.com

Company contact:

Geraldine Saunier
Marcom Director
+33 (0) 4 42 39 33 01
gsaunier@insidefr.com

###