



PRESS RELEASE

Munich, 21 May 2010

The resilience of the Smart Security Industry to the economic crisis in 2009 has been confirmed - Further growth in Smart Secure Devices shipments is expected in 2010

All market segments showed positive volume growth in 2009, demonstrating the resilience and capacity of innovation of our Industry. The main sources of growth by market segment were:

- Telecom
 - GSM penetration in emerging markets is fueling steady growth in volume.
 - In mature markets such as Europe and the USA, the market growth comes from services requiring additional SIM cards, i.e. subscribers using more than one SIM card in additional devices such as netbooks and USB 3G+ keys and from machine to machine (M2M);
- Financial services
 - Sustainable growth opportunities thanks to EMV migration, given the fact that only 20% of the cards already deployed in this segment are chip cards;
 - Second driver is contactless dual interface that enable convenient and fast payment and mass transit applications;
 - Retailers offer innovative payments and loyalty services that will contribute to contactless acceptance.
- Government and Healthcare
 - Multiplication of Government ID tenders worldwide and continuous e-Passport deployment;
 - Other ID applications such as driving licenses, healthcare and electronic services to citizens are participating to the solid growth of this market segment;
 - Biometry is a vector of innovation in this area.

Eurosmart presents twice a year its market analysis and vision of the Smart Security market worldwide.

Eurosmart figures for 2009 global smart cards shipments, including secure contactless and 2010 forecast are presented in the tables below. The memory based smart security devices have largely been overtaken by the more secure and versatile microprocessor based smart security devices. In the future, Eurosmart will therefore not detail the corresponding shipments and forecasts.

2009 Global Shipments - Million Units (Mu)

(General Assembly, Munich, 20 May 2010)

2009	Global shipment in Million of Units (Mu)	
	Memory	Microprocessor
Telecoms	300	3 400
Financial services – Retail – Loyalty	30	750
Government – Healthcare	170	160
Transport	160	40
Pay TV	-	100
Others (including corporate ID)	80	70
TOTAL	740	4 520

2009 Secure Contactless market

(General Assembly, Munich, 20 May 2010)

2009	Secure Microprocessor Contactless (Mu)
Financial services	120
Government – Healthcare	75
Transport	40
Others	30
TOTAL	265

2010 forecast

(General Assembly, Munich, 20 May 2010)

2010	Microprocessor
Telecoms	3 700
Financial services – Retail – Loyalty	860
Government – Healthcare	200
Transport	50
Pay TV	110
Others (including corporate ID)	75
TOTAL	4 995

What is Eurosmart?

Eurosmart is an international non-profit association located in Brussels and representing the Smart Security Industry for multi-sector applications. Founded in 1995, the association is committed to expanding the world's Smart Secure Devices market, developing Smart Security standards and continuously improving quality and security applications.

Members are manufacturers of smart cards, semiconductors, terminals, equipment for smart cards system integrators, application developers and issuers who work into dedicated working groups (communication, marketing, security, electronic identity, new form factors, and prospect emerging markets).

Members are largely involved in political and technical initiatives as well as research and development projects at the European and international levels.

Eurosmart is acknowledged as representing “the Voice of the Smart Security Industry”.

Eurosmart members are companies (Atmel, Austria Card, FNMT-RCM, Gemalto, Giesecke & Devrient, Infineon Technologies, Inside Contactless, NedCard, NXP Semiconductors, Oberthur Technologies, Precise Biometrics, Renesas, Sagem Orga, Samsung, STMicroelectronics, Toshiba, Zetes), payment systems (GIE Cartes Bancaires, MasterCard), laboratories (FIME, CEA-LETI), associations (Smart Payment Association, Babysmart, Danish Biometrics) and independent experts (Jean-Pierre Delesse, Michel Koenig).

For more information, please visit www.eurosmart.com

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