

Press Release

Paris/Bonn/Stockholm/Rome/Tokyo/Montreal (QC) --
February 18, 2015



**GLOBAL M2M
ASSOCIATION**

Global M2M Association eliminates borders with seamless global connectivity solution to be showcased at Mobile World Congress

'Multi-Domestic Service' simplifies deployment of global M2M and IoT solutions with end-to-end multinational connectivity

The Global M2M Association (GMA), a cooperation of six international tier-one operators (Deutsche Telekom, Orange, TeliaSonera, Telecom Italia Mobile, Bell Canada and SoftBank) in the Machine-to-Machine (M2M) market will showcase its revolutionary new Multi-Domestic Service at Mobile World Congress 2015. Jointly implemented by GMA operators, the Multi-Domestic Service is designed to help global enterprises capitalize on the growth of connected devices. It is one of the most innovative M2M connectivity management services on the market and enables global deployment and management of M2M and Internet of Things (IoT) services predominantly in the automotive and consumer electronics industries.

Multinational enterprises offering connected products to their global customer base are faced today with a key challenge: how to provide a seamless and easy-to-manage localized IoT solution for end-users. The GMA's Multi-Domestic Service solves this issue by delivering a single consolidated M2M management platform provided by Ericsson and already rolled out with TeliaSonera, Orange and Bell Canada, leveraging GSMA-compliant embedded SIM cards (eUICC) and the subscription management platform provided by Gemalto.

One platform, One SIM, One experience

The Multi-Domestic Service platform provides real-time connectivity management so that enterprises can effectively manage, monitor, troubleshoot and support their connected devices operated globally from a single source. It also offers powerful administration tools, including flexible definition of different roles and views, according to individual needs and business demands. The embedded SIMs and the subscription management platform allow for easy lifecycle and connectivity management as they automatically adapt to the status of the connected products throughout their lifecycle – from manufacturing, testing, shipping and distribution to the end-user. Furthermore, the eSIMs will be provisioned with a localized profile and end-user offers within the GMA footprint, which enables global enterprises to develop M2M connected devices regardless of location around the world and to leverage customized end-user offers wherever they are based.

The customer benefits of GMA's Multi-Domestic Service are clear:



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- **Best in class coverage:** It is jointly implemented by international tier-one operators with an unparalleled network footprint and leading LTE deployments, who can deliver an outstanding service based on high speed network excellence.
- **New business models:** It enables new flexible and on-demand business models and M2M applications (e.g. InCar Wifi) which enterprises can offer to their customers.
- **Simplicity:** It brings connected products to market quicker by offering one consistent solution over multiple networks and countries, thus eliminating the hurdles of fragmented markets with different carriers and technologies in Europe and worldwide.
- **Service excellence :** It ensures superior and enhanced service quality (e.g. incident management over multiple operators)
- **Total cost of ownership:** It efficiently provides and manages services across a global footprint.
- **Future-proof:** It is compliant with local regulations and laws, for instance in countries where permanent roaming is not allowed.

"The Internet of Things presents a number of challenges for enterprises as they seek to offer a global experience while providing local flexibility on pricing for connectivity. This is exactly the type of initiative that we believe will simplify the process of connecting devices around the world to the benefit of both enterprises and end-users, ultimately supporting the rapid growth rates that we anticipate in the IoT market," said Matt Hatton, Founder & CEO at Machina Research.

"For many enterprises the race is on to provide interactive connected services, underpinning this is the need for a simple solution that provides connectivity globally. The GMA's Multi-Domestic Service offers global capability, a flexible management solution which works in harmony with an enterprise's product lifecycle and critically provides a low total cost of ownership for connectivity," said Hans Dahlberg, Head of TeliaSonera Global M2M Services and one of the founding members of the GMA.

Live demonstration at MWC

MWC attendees can experience a live demonstration of the GMA's Multi-Domestic Service by visiting:

- GSMA Innovation City Area, Hall 3, Stand 3A11&3A31
- Ericsson Booth, Hall 2, Stand Z3.B1
- Gemalto Booth, Hall 5, Stand 5A80

About the Global M2M Association

Established in February 2011, the Global M2M Association (GMA) is based on a service cooperation agreement between Deutsche Telekom, Orange, Telecom Italia and TeliaSonera. This partnership is now extended to Bell Canada and SoftBank Mobile. Its main focus is to deliver best



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in-class, enhanced and seamless M2M services globally and to maximize the business benefits of customers. The GMA aspires to help businesses and organizations to increase the availability of enhanced M2M solutions and innovations, and make them easier to deploy and manage all around the world.

Through this partnership, the participating parties are committed to offer customers enhanced quality of service, M2M roaming services and interoperability across a global footprint, by bringing together their technical and innovation capabilities. This unified and cohesive approach will enable to improve the incident and troubleshooting procedures and harmonize module standards through joint testing and certification.

For more information, please visit www.globalm2massociation.com.

About Deutsche Telekom

Deutsche Telekom is one of the world's leading integrated telecommunications companies with over 142 million mobile customers, 31 million fixed-network lines and more than 17 million broadband lines (as of December 31, 2013). The Group provides fixed network, mobile communications, Internet and IPTV products and services for consumers and ICT solutions for business customers and corporate customers. Deutsche Telekom is present in around 50 countries and has approximately 229,000 employees worldwide. The Group generated revenues of EUR 60,1 billion in the 2013 financial year – more than half of it outside Germany.

Further information for journalists at: www.telekom.com/media

About Orange

Orange is one of the world's leading telecommunications operators with sales of 39 billion euros in 2014 and 156,000 employees worldwide at 31 December 2014, including 99 400 employees in France. Present in 29 countries, the Group has a total customer base of 244 million customers worldwide at 31 December 2014, including 185 million mobile customers and 16 million fixed broadband customers. Orange is also a leading provider of global IT and telecommunication services to multinational companies, under the brand Orange Business Services.

Orange is listed on the NYSE Euronext Paris (symbol ORA) and on the New York Stock Exchange (symbol ORAN).

For more information on the internet and on your mobile: www.orange.com, www.orange-business.com, www.livetv.orange.com or to follow us on Twitter: @orangegrouppr.

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About Telecom Italia Group

With 30.4 million mobile lines, 7 million broadband accesses, over 12 million connections to the fixed network in Italy and 115.2 million km of copper lines and 7.4 million km of optical fiber lines in Italy (at September 2014), Telecom Italia is Italy's main ICT group. Attention towards the needs of its customers and technological innovation are the Group's hallmarks. Abroad the Group's focus is on South America: in Brazil, where TIM Brasil with 74.8 million mobile lines and a 26.9% market share is the second player in the country and the first mobile operator to be present in all Brazilian states; and in Argentina and Paraguay, providing fixed and mobile telephony services and internet through Telecom Argentina group, a major leading Telco operator. Further information: www.telecomitalia.com.

About TeliaSonera

TeliaSonera provides network access and telecommunication services in the Nordic and Baltic countries, the emerging markets of Eurasia, including Russia and Turkey, and in Spain. TeliaSonera helps people and companies communicate in an easy, efficient and environmentally friendly way. Our ambition is to be number one or two in all our markets, providing the best customer experience, high quality networks and cost efficient operations. TeliaSonera is also a leading wholesale provider who owns and operate one of the world's most extensive fiber backbones. In 2013, net sales amounted to SEK 101.7 billion, EBITDA to SEK 35.6 billion and earnings per share to SEK 3.46. The TeliaSonera share is listed on NASDAQ OMX Stockholm and NASDAQ OMX Helsinki. Read more at www.teliaSonera.com

About the SoftBank Group

The SoftBank Group comprises SoftBank Corp. (TYO:9984) and its subsidiaries and associates that offer a comprehensive range of advanced mobile communications, fixed-line communications and Internet services around the world. With Sprint joining in July 2013, the SoftBank Group became a leading global carrier that now has over 100 million subscribers. Maximizing synergies across its Group companies worldwide, SoftBank aspires to realize lifestyle innovation through IT. The SoftBank Group is also encouraging the adoption of clean and safe energy through its business activities. To learn more, please visit <http://www.softbank.jp/en/corp/>

About Bell Canada

Bell is Canada's largest communications company, providing consumers and business customers with wireless, TV, Internet, home phone and business communications services. Bell Media is Canada's premier multimedia company with leading assets in television, radio, out of home, and digital media. Bell is wholly owned by Montréal's BCE Inc. (TSX, NYSE: BCE). For more information, please visit Bell.ca.

The Bell Let's Talk initiative promotes Canadian mental health with national awareness and anti-stigma campaigns, like the recent Clara's Big Ride for Bell Let's Talk and Bell Let's Talk Day, and significant Bell funding of community care and access, research, and workplace programs. To learn more, please visit Bell.ca/LetsTalk.

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