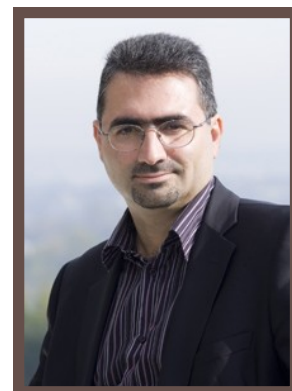


## Cassis International tell us

### "NFC in Every Pocket! "

An international company and proud of its Provençal roots, Cassis International is a software publisher specializing in secure mobile payments using NFC (Near Field Communication), a technology developed from RFID. The company provides various operators with solutions in the design and deployment of smart card applications (payment, transport etc.) for all types of mobile terminals. It's still a developing market, but one that whets the appetite of its European Chairman, Jean-Philippe Bétoin...



Jean-Philippe Bétoin,  
Chairman of  
Cassis International

#### > Son of Gemplus

**Jean-Philippe Bétoin** : Cassis International's roots can be found in Gemplus, during the years 1998 to 2002. Officially founded as a separate entity in 2002, the company's registered office is in Singapore.

Today, it employs over 100 people in its various locations around the world: Korea (Seoul), Malaysia (Kuala Lumpur), United States (New York), France (Aix-en-Provence) and Singapore.

#### > A technology with vast potential...

**Jean-Philippe Bétoin** : Through specialization, Cassis International has become a leader in the still -developing field of NFC technology. The idea behind NFC is to take the "smart" out of the card and to put it into cell phones, thus extending the scope of phone applications: transactions (payment, ticketing) and interaction with the individual/user/consumer ecosystem.

In a certain sense, the smart card is migrating to the cell phone. The advantage Cassis International holds is that it already masters the technology's use in mass-market applications (more than 15 million users in Korea, for example).



## > Listening to our clients

**Jean-Philippe Bétoin** : Our clients include mobile operators such as Orange, SK Telecom (Korea) as well as companies from other fields such as Moneo (a French electronic wallet system) and RATP (the Paris public transit operator). At a European level, a dozen or so multinationals use our services platforms. Furthermore, in Turkey, we have designed a TSM (Trusted Services Management) platform for a consortium of 27 banks as part of their mobile phone payment services management system. Our know-how lies in designing services platforms that assimilate the requirements of multiple stakeholders from different business sectors such as transport, telecoms, banking, distribution, enterprises and government departments.

## > Connecting to the local business network with Provence Promotion

**Jean-Philippe Bétoin** : Provence Promotion helped us obtain the R&D tax credit and assisted us with the various social legislation issues relating to staff mobility between France and Singapore. Beyond its assistance role however, the agency also accompanies our development in the region, often helping us to better understand the environment in which we are fitting in and, above all, to meet the partners we need for doing business (Ubifrance –the French international trade agency, local trade missions etc.). You could say it boosts our visibility!

### Find out more:

<http://www.cassis-intl.com>

NFC technology

<http://www.nfc-forum.org/aboutnfc>