The global leader in trusted identities for an increasingly digital world

Press kit
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Foreword
by Didier Lamouche, Chief Executive Officer

I am pleased and proud to present IDEMIA, the result of the coming together of two great companies: Oberthur Technologies and Safran Identity & Security, which have joined forces to form the new leader in trusted identities for an increasingly digital world.

IDEMIA places the client, consumer or citizen at the heart of everything it does, combining security, convenience, the human factor and continuity within a single proposition. This capability for integration is what we call the «magic combination».

In a world which has gone «phygital», IDEMIA conceives security in a global way, upstream of technological developments, by factoring in the customer’s environment and how they specifically use technology. In a world of ever-increasing exchanges, security primarily means protecting identities. This is why IDEMIA places Augmented Identity at the heart of its actions.

Our world is constantly changing due to the advent of big and small data, large-scale economic upheaval caused by the digitalization of transactions, and new security risks to deal with. In the face of these challenges, we have assumed a position of leadership.

Indeed, IDEMIA was born out of the coming together of two unique and perfectly complementary DNAs. It is the result of our talents, of the women and men who anticipate, think, design, develop, protect and market our security solutions of today and tomorrow:

14,000 employees working for a safer world.

Identify and protect, contribute to progress in our society, provide every individual with a recognizable and secure identity.

Create trust at every level: a country, a firm, an IT system or just a smartphone. These are our commitments at IDEMIA and I invite you to discover our world of innovation in the following pages.
«As the world becomes more connected for both individuals and objects, identification and authentication becomes more critical. This means being able to control our identities and credentials in any type of interaction or transaction, whether it’s to connect, pay, exchange, travel or vote. »
Trends impacting our industry and the world

1. Exponential growth of connected devices
   Our security is only guaranteed if we secure the devices with which we interact every day.

2. Growth in exchanges
   The growth in the quantity of physical and digital exchanges requires that we create innovative solutions to address new sectors, individuals, issues, players and threats.

3. Digitalization of the economy
   We must adapt our solutions to an ever more digital world and to the challenges of the new sharing economy.

4. Technology consumerization
   Technology is now driven by B2C and its use-cases since mid-2000s and the first smartphones: everyone has access to technology.
Key figures, worldwide footprint

**Our group**

- More than 14,000 employees around the world, including more than 2,000 in R&D.
- Serving customers in 180 countries.
- 2.8 billion euros in sales.
- 200 million euros invested in R&D in 2015.
- Close to 1,400 patents.

**They trust us**

- 1,800 financial institutions, including the world’s largest banks.
- More than 500 mobile operators including leading mobile operators worldwide.
- Major industrial OEMs (Original Equipment Manufacturers) including premium mobile and car makers and leading IoT players.
- World No. 1 in biometric identification systems.
- World No. 1 in civil identity solutions.

**Our achievements**

- More than 690 million payment cards shipped in 2016.
- 1.2 billion SIM cards shipped in 2016.
- More than 3 billion identity documents issued around the world.
- More than 250 million embedded secure elements deployed worldwide.
- Leader in the issuance of driver’s licenses in the US.
Our new identity

Inspiration behind the name

**IDEMIA**, the name of the leader in Augmented Identity.

**IDEMIA** stands for:
- I
- Idem
- ME
- ID, for Identity
- ID, for Idea.

**IDEMIA**, means
- Only you are you
- Only you can be you
- And only you can prove it.

**Logo**

Our sign is made up of four vertical lines, illustrating our capacity to combine four highly strategic focus levers we have identified as being at the center of future challenges.

Those focus areas are:
- **security** (we offer ultra-secure systems for critical uses),
- **convenience** (we promote easy, seamless and hassle-free means of identification),
- **the human factor** (biometrics uses the most human thing about us – our bodies) and
- **continuity** (we build bridges between physical, digital, commercial, civil and governmental identities).

The curved shape of the lines reflects the movement of the world in which we have an active role, but above all shows that these pillars surround us and protect our identity, reinforcing and enriching it.

Alongside our logo, **our name**, IDEMIA, is written in capitals... to express its strength, its legitimacy and its novelty.
OUR NEW IDENTITY

Typeface

The typeface is linear, i.e. without the small projecting features at the end of strokes, making it part of a natively digital graphic vocabulary. It thereby reflects our ambition to be a pioneering player in major technological innovations. It is also immediately recognizable, geometric and simple.

Colour

Our main color is purple. This is a new color on the market, deep and solid, the result of blending blue and red, whose respective attributes we want to preserve: firstly, the discipline, professionalism and effectiveness implied by blue and then the strength, spirit of initiative and leadership denoted by red.
We stand for Augmented Identity

Enhanced, adaptable, strengthened and self-sovereign identity that creates a safer world for everyone.

Not long ago, we experienced a new wave of technology that drastically changed our world. Today, the pace of change quickens with each passing moment. We’re shifting from an ownership economy to a services economy, switching from physical documents to electronic ones, moving from in-person to online – all developments that generate a spike in exchanges and new business models involving new sectors, new players, new issues and new threats. Information now travels rapidly around the digitized world, defying boundaries and breaking the traditional codes of security.

Empowering people to enjoy life through trusted identities

At IDEMIA, we embrace this new reality and we understand the security concerns that accompany advancement. We analyzed the world around us and reinvented the concept of identity. We call it Augmented Identity – an identity that ensures privacy and trust and guarantees secure, authenticated and verifiable transactions. An identity that is so enhanced, adaptable, strengthened and self-sovereign that it allows us to truly enjoy life – because securing our identity is key to making our world a safer place.
A safer, more streamlined identification

We now use our identity to pay, travel, cross borders, commute every day, have fun, open a bank account, seek medical care and use our connected devices – and this list will only continue to expand in the coming years. Given the vast range of environments and usages, securing our identity has become mission critical in the world we live in today. However, we recognize that even the strictest security measures are useless if they complicate usage – they must then be convenient and user-friendly - rooted in what is intrinsic to us, in who we are through biometrics.
We also observed that our lifestyles demand a level of continuity never seen before. Indeed, we need our identity to travel with us seamlessly – whether in the physical or digital world or for government, civil or commercial usages.

Only you can be you

Our promise is simple: with our technology and innovations in hand, only you can be you. In designing our market-leading solutions, we rely on the most physical, natural and authentic verification: the body’s own biometric data. Your identity can be verified with a simple glance or the tap of a finger – which means that your identity cannot be stolen, imitated, jeopardized or corrupted. You are in direct control of your personal information.

We have brought together complementary knowhow and technologies that have never been combined before. Not only does our technology help consumers travel with passports, pay with smartphones but it helps them identify themselves securely and effortlessly. And with every technological disruption, we adapt to meet the new and evolving security demands of today and tomorrow.
Serving 6 major customer segments

**Financial Institutions**
Our mission is to secure payment diversity. IDEMIA is the undisputed leader, shaping the future for an essential human need: enabling frictionless exchanges between people through payment.

**Mobile Operators**
We aim to secure mobility and beyond. IDEMIA is a leading actor in the telecom market, accelerating the digital revolution to provide its clients with secure and convenient experiences.

**Connected Objects**
Through this segment, we connect and secure the Internet of Things (IoT). We combine embedded security and advanced biometrics.
SERVING 6 MAJOR CUSTOMER SEGMENTS

**Citizen Identity**
We protect identity on the move. We are the leader in the identity industry, combining the strongest customer references and project experience.

**Public Security**
We aim to protect people and places. IDEMIA is a key partner to meet the biggest security challenges worldwide.

**Noram Identity and Security**
Our goal: provide identity assurance to secure and simplify lives.