



FeliCa Networks

Samsung and FeliCa Networks Partner on Mobile NFC Solution

SEOUL, Korea and TOKYO, Japan, February 24, 2012 – Samsung Electronics Co. Ltd., a world leader in advanced semiconductor solutions, and FeliCa Networks, Inc., a leading technology and solution provider of NFC service platform, today announced a partnership to support the full-fledged adoption of near field communication (NFC)-based mobile wallet in Japan. As a strategic partner, Samsung will develop NFC compatible FeliCa™ IC solutions for reliable and efficient wallet function on mobile devices. The Samsung/FeliCa Networks NFC-SAM (Secure Application Module) chips will offer consumers an enhanced secure mobile wallet through a variety of applications including prepaid money, credit cards and transportation tickets among others.

“We are pleased to work with FeliCa Networks to provide NFC-SAM IC solution based on our deep expertise in advanced RF sensitivity and data encryption technologies,” said Taehoon Kim, vice president of System LSI sales & marketing, Device Solutions, Samsung Electronics. “The collaborative efforts combining FeliCa Networks’ excellent operation of the FeliCa platform and Samsung’s world-class semiconductor design and process technology will generate greater value for the mobile payment market.”

“We are delighted to collaborate with Samsung, a leading semiconductor company, to introduce new NFC-SAM IC solution based on our expertise and experience in development of mobile contactless technology and platform operation since 2004,” said Hirotaka Sugiyama, President of FeliCa Networks. “Integration of both technologies will contribute to further development of mobile NFC business across the globe in the near future. We intend to introduce a variety of NFC solutions in addition to NFC-SAM IC chips to contribute to bringing up consumers’ convenience in the world.”

Samsung's contribution to the partnership will include both the NFC controller complying with international standard ISO/IEC 14443/18092 (Type A/B and FeliCa™) and the FeliCa™ SAM chip with advanced security capabilities. FeliCa Networks will contribute by providing the key technologies to Samsung. The technologies enable interoperability in the world's largest mobile contactless infrastructure established in Japan, which consists of FeliCa™ (NFC-F) readers and Osaifu-Keitai® (mobile wallet) phones. By combining both contributions, the NFC-SAM chips will not only have higher capabilities but also full interoperability with existing infrastructures and services delivered on Osaifu-Keitai®. The NFC controller can also be applied to NFC readers and services around the world.

The commercial deployment of the new NFC-SAM chips is targeted for 2013.

About FeliCa Networks, Inc.

FeliCa Networks, Inc., established in 2004, provides a wide range of technologies and solutions for NFC service platform. The technologies are applied to radio controller, secure application module, security server. In addition, FeliCa Networks offers solutions and services such as middleware, security domain management, personalization, and application service. The total number of wireless subscribers who own a mobile phone implemented with such technologies and solutions including contactless IC chips, reached approximately 70 million in 2011. The cumulative number of smart phones with them exceeded 10 million units as of Jan 2012. A great variety of over 100 services available on those phones, not only payment and transportation but also other advanced services, is based on FeliCa Networks technologies.

At Mobile World Congress in Barcelona, FeliCa Networks will show the company's outline and application services. Visit FeliCa Networks at Hall 7, 7A107 to experience most advanced world. FeliCa Networks Web Site: <http://www.FeliCaNetworks.co.jp/en>

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2011 consolidated sales of US\$143.1 billion. Employing approximately 222,000 people in 205 offices across 71 countries, the company operates two separate organizations to coordinate its nine independent business units: Digital Media & Communications, comprising Visual Display, Mobile Communications, Telecommunication Systems, Digital Appliances, IT Solutions, and Digital Imaging; and Device Solutions, consisting of Memory, System LSI and LCD. Recognized for its industry-leading performance across a range of economic, environmental and social criteria, Samsung Electronics was named the world's most sustainable technology company in the 2011 Dow Jones Sustainability Index. For more information, please visit www.samsung.com.

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FeliCa is the contactless IC card technology developed by Sony Corporation.

FeliCa is a trademark of Sony Corporation.

Osaifu-Keitai is a registered trademark of NTT DOCOMO, Inc.