

Morpho provides its mobile marketing solution Bubble to Avea

Paris, December, 22 2014

Morpho (Safran) today announced it is providing [Avea](#), one of Turkey's leading mobile network operators with [Bubble](#), Morpho's innovative mobile marketing solution. Bubble is a unique SIM and network server solution that sends personalized offer messages to Avea's customers. This will allow Avea to promote and cross sell relevant core products to its customers. With Bubble, Avea's marketing campaigns can now be customized to the users' interests and activities and directly be sent to them in real time while the phone is still in their hands.

Morpho, working with its solution partner Simartis, is integrating Bubble into Avea's Customer Relationship Management (CRM) system to provide highly customized offers to their segmented customer base. This integration means offers will be more relevant to individuals and less likely to be perceived as unsolicited messages by Avea's customers. Delivering more relevant offers has demonstrated a five to ten fold increase in customers acting on SIM event triggered marketing messages when compared to traditional bulk SMS campaigns, and doubles the success of push messages.

Bubble is delivered on Morpho's Java™ USIM/LTE/NFC* card technology and is uniquely suited to rapid Over The Air (OTA) deployment to SIM cards already in the field, due to its small footprint in the SIM card.

Egemen Kurdo lu, IT Group Director at Avea said: "*Avea is very active with advertising and promotional campaigns for our subscribers. We were searching to deploy easy and innovative solutions to increase our subscribers' response rates. With Morpho's Bubble application we are gaining more control over the context of our customers to be able to display relevant promotional offers for a variety of our products. According to our first commercial usages with push-campaigns, we have obtained a 10% success rate via Bubble versus 5% via traditional SMS campaigns.*"

Yves Portalier, Vice President and General Manager Telecom Business Unit at Morpho Business Solutions Division, said: "*With this deployment Morpho demonstrates its capacity to build and deliver tailored solutions to the market and our customers. Morpho's unique Bubble application allows Mobile Network Operators to sell more of their core products, data, minutes and messages - with a proven increase in the offer acceptance rate compared to bulk SMS and similar mass broadcast methods.*"

*USIM/LTE/NFC = Universal Subscriber Identity Module / Long Term Evolution / Near Field Communication

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About Morpho

Morpho, a high-technology company of Safran, is a global leader in security solutions. The company employs more than 8,400 people in 40 countries and reported revenues of 1.5 billion euros in 2013. Morpho's unique expertise lies in providing cutting edge security solutions for government identity, public security, critical infrastructure, transportation and business markets. Morpho is the world leader in Automated Biometric Identification Systems (ABIS), biometric identity documents and Explosives Detection Systems (EDS). It is one of the leading suppliers of SIM cards, smart cards, trace detection equipment and gaming terminals. With integrated systems operating in more than 100 countries, Morpho's solutions simplify and secure the lives of people around the world.

For more information:

www.morpho.com

www.safran-group.com

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About Avea

Avea, the fastest growing and the youngest communications operator of Turkey was founded in 2004. The company offers its customers innovative and good quality services with its advanced infrastructure and investments in technology. Avea has 16,2 million subscribers as of the third quarter of 2014. Having international circulation contracts with 682 operators in 205 countries, Avea is an associate of Türk Telekom. 89,99% of Avea's shares are held by Türk Telekomünikasyon A.Ş., and 10,01% is owned by O_ Bankas1 Group.

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