



PRESS RELEASE

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eSIM, THE EVOLUTION OF THE SIM CARD NOS INNOVATES ONCE AGAIN AND ANNOUNCES THE FIRST eSIM IN PORTUGAL

NOS today launches the first eSIM (embedded SIM) service on the Portuguese market. NOS customers will be the first to try out the eSIM on smartphones sold in Portugal with this technology, which means that they can use them as a Dual Sim: two numbers on the same mobile phone, one on a physical card and the other on an eSIM. Available at NOS stores starting next thursday.

In this new era of SIM cards – on which device manufacturers are beginning to focus their attention, and will do so increasingly over the next few years – the most immediate advantage, over and above doing away with the need for a SIM card, is the possibility of using different eSIMs on the same mobile phone, with different numbers or different operators on the same phone.

The use of two numbers is the advantage seen as being most relevant by customers when they are looking at the eSIM solution, because it lets them have, for example, a personal and a business number on the same mobile phone.

But its use as a Dual Sim is not the only advantage of the eSIM. Others include:

- possibility of using additional data plans
- simplification of the activation process, which will tend to be remote and increasingly more digital
- development of smaller connected devices
- potential fall in the number of breakdowns
- higher level of connectivity between different devices (smartphones, tablets, smart watches, fitness bands)

In Portugal, there are currently few devices available that have eSIM capability, but for those who do, having one has had no significant advantage to date, since no Portuguese operator has provided the service. As from today, NOS fills that gap, strengthening its innovative position in the market and inviting its customers (with compatible devices) to sign up and try out the service free of charge.

In this launch phase, signing up to the service can be done at a number of NOS stores, starting next thursday, on mainland Portugal and at NOS Madeira and NOS Azores (more information at nos.pt). Over the coming months, the service will be available at all NOS stores.

At the end of 2018, a penetration rate of 169% was recorded for mobile SIMS cards, which highlights the need for more than one card per user.



NOS technological partner in this project was IDEMIA, which has wide experience in the launch of the eSIM, working with benchmark operators across the world. The knowledge and experience of IDEMIA together with the work of the team at NOS has enabled this innovative service to be developed and launched.

This is yet another step that reaffirms NOS' focus on innovating and transforming digitalization into a reality that is ever more present in Portuguese society, facilitating mobility and communication with a tangible impact on the day to day life of its customers.

About IDEMIA

IDEMIA, the global leader in Augmented Identity, has the ambition to provide a trusted environment enabling citizens and consumers alike to perform their daily critical activities (such as pay, connect, travel and vote), in the physical as well as digital space.

Securing our identity has become mission critical in the world we live in today. By standing for Augmented Identity, an identity that ensures privacy and trust and guarantees secure, authenticated and verifiable transactions, we reinvent the way we think, produce, use and protect one of our greatest assets – our identity – whether for individuals or for objects, whenever and wherever security matters. We provide Augmented Identity for international clients from Financial, Telecom, Identity, Public Security and IoT sectors.

With 13,000 employees around the world, IDEMIA serves clients in 180 countries.

For more information, visit www.idemia.com / Follow [@IDEMIAGroup](https://twitter.com/IDEMIAGroup) on Twitter

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About NOS

NOS is the biggest communications and entertainment group in Portugal. It offers latest generation fixed and mobile phone, television, Internet, voice and data solutions for all market segments. It is leader in Pay TV, new generation broad band services and in cinema distribution.

In the business segment, it has positioned itself as a sustainable alternative in the Corporate and Mass Business segments, offering a broad portfolio of products and services with tailor made solutions for each sector and for businesses of different sizes, complementing its offer with ICT and Cloud services.

NOS is part of the main Portuguese stock exchange index (PSI-20), and has more than 4.8 million mobile phone, 1.6 million television, 1.8 million fixed telephone and 1.4 million fixed broad band Internet customers.

For more information, go to: <http://www.nos.pt/institucional>

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