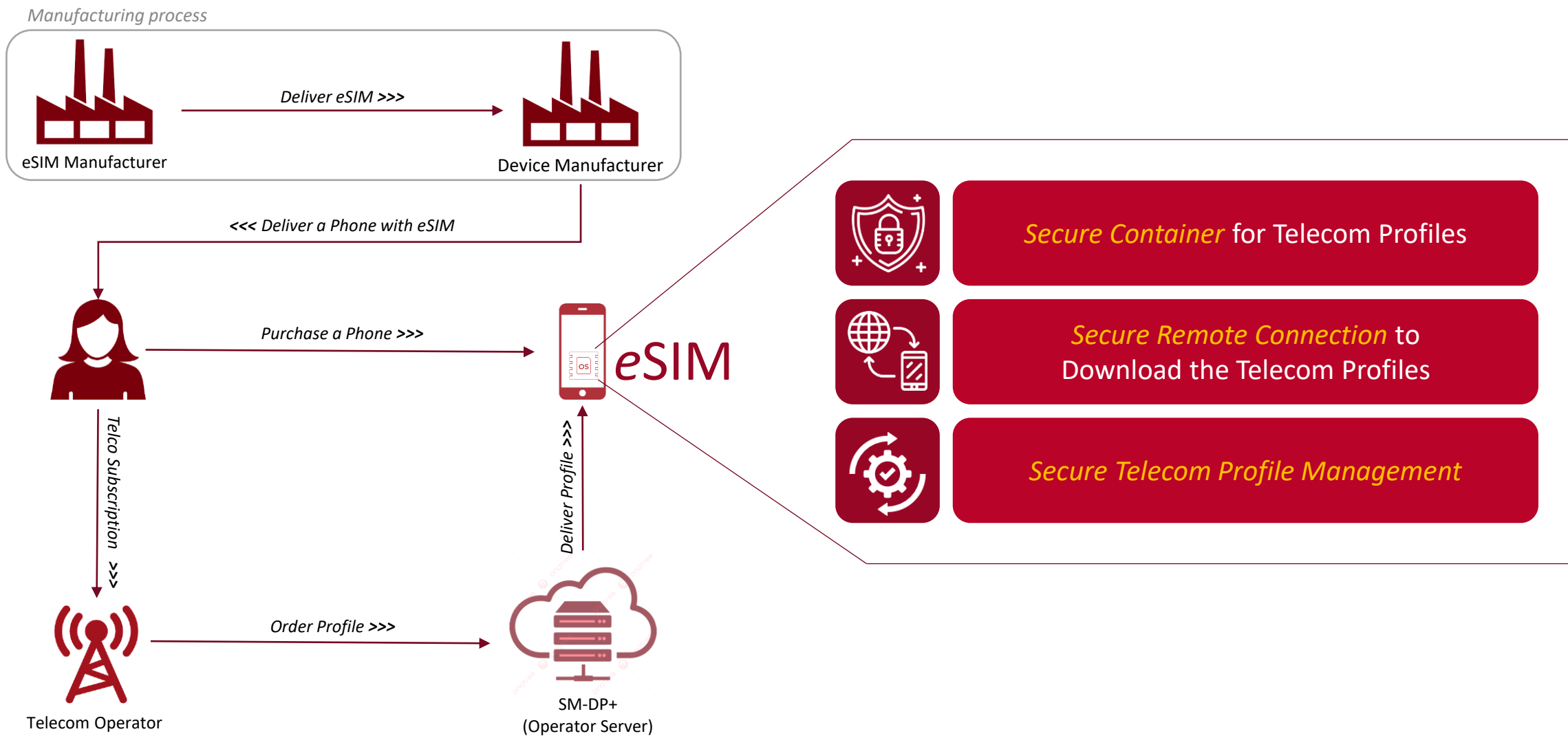


# The Future Secure Applications for Mobile (SAM) model

GlobalPlatform: eID Wallet Seminar – April 26, 2023

Yolanda Sanz (Director of Working Groups at GSMA)

# eSIM Technology and Ecosystem



# eSIM Adoption in the Smartphone Market

*eSIM Commercialisation has accelerated following the launch of eSIM-only iPhones in the US in September 2022*

The Number of Mobile Service Providers offering Commercial eSIM Service for Smartphones *has doubled in the Last Two Years*

By 2028, *Half of Smartphone Connections* will use eSIM

*eSIM-only Effect* a Clear Impact Globally

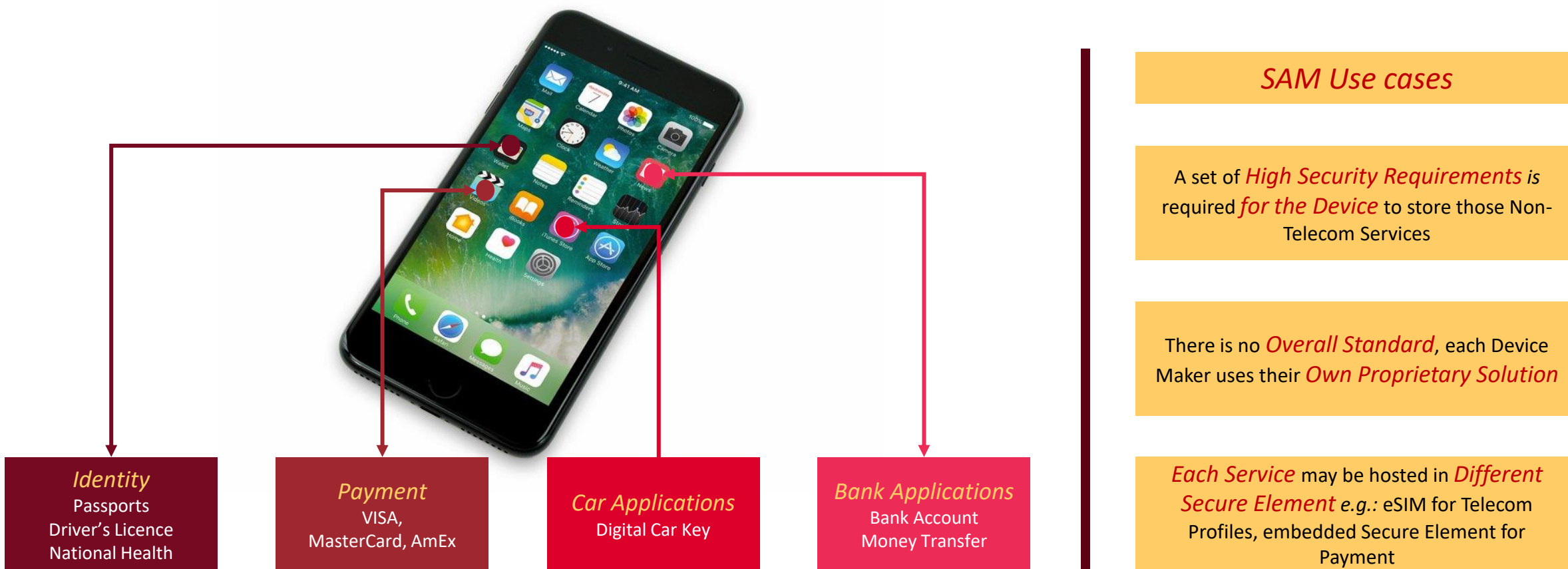
More than *80 new operators* in recent months

*Most Flagship Phones* are on board having wide portfolio of eSIM Phone models

*1 Billion eSIM Smartphone Connections* by 2025

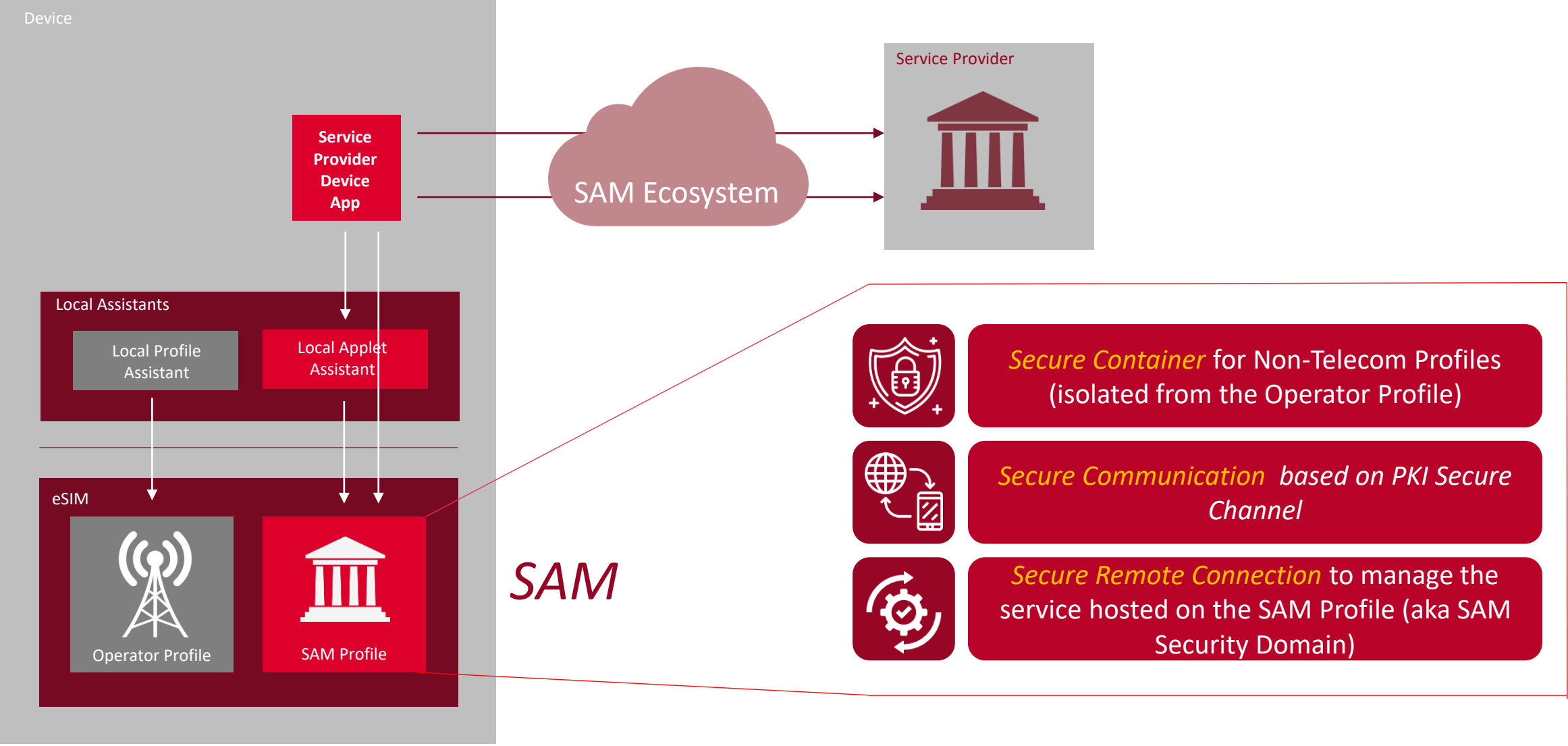
*An opportunity* to extend the capabilities of the eSIM to provide a *Secure Platform for High Security Services*

# eSIM Secured Applications for Mobile (SAM) Main Use cases

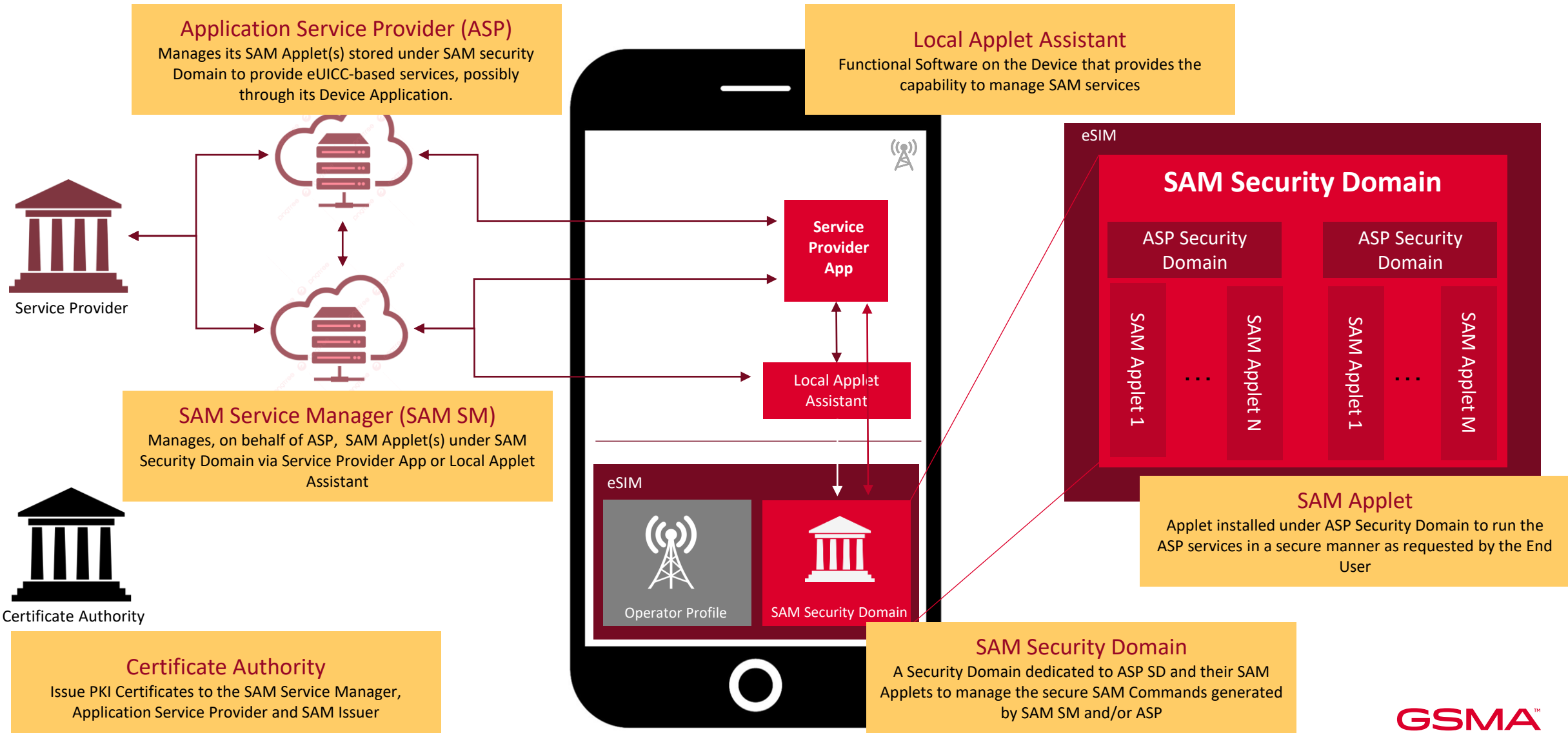


*An opportunity* to extend the capabilities of the eSIM to provide a *SINGLE Secure Platform for High Security Non-Telecom Services and Telecom Services*

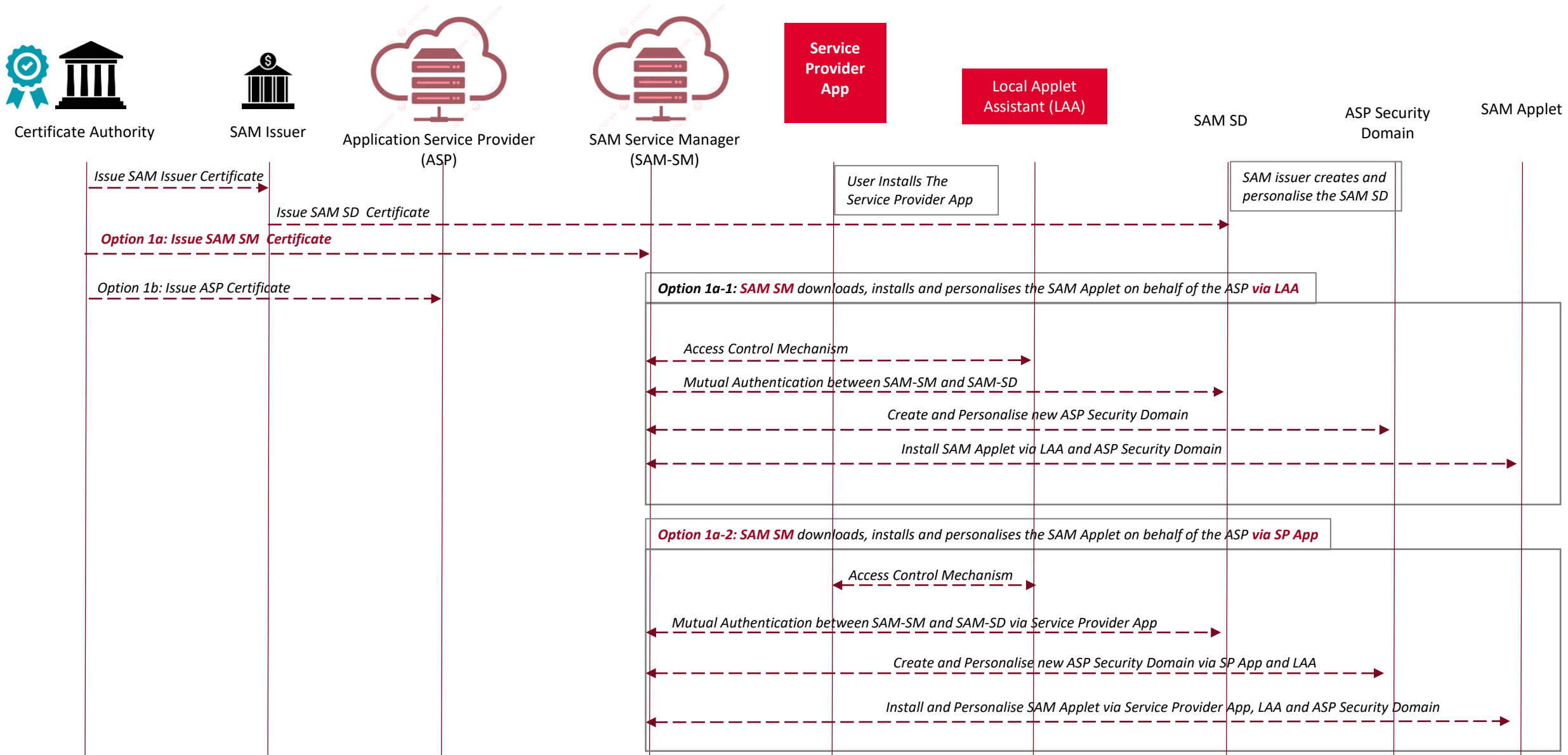
# eSIM Secured Application for Mobile (SAM) Technology



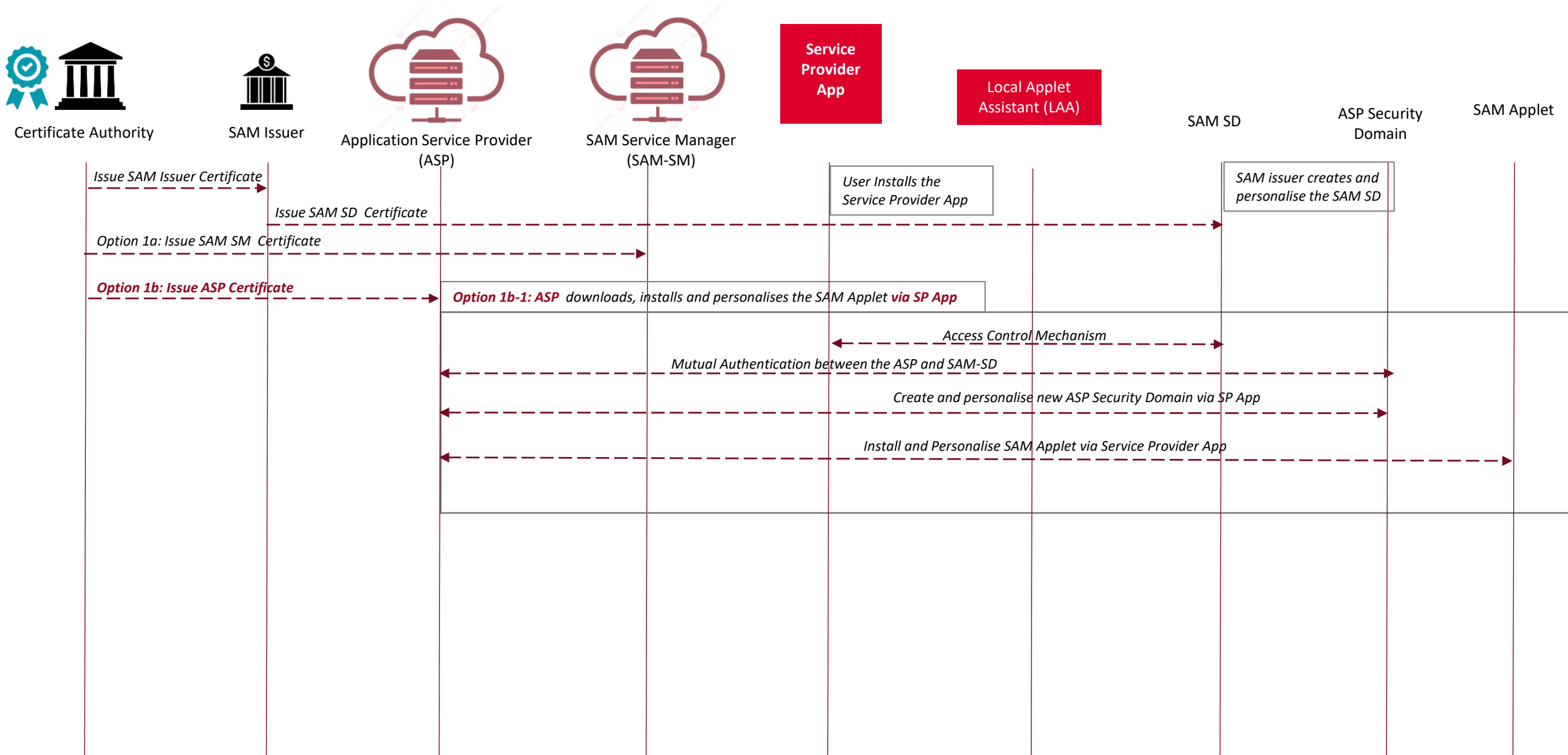
# eSIM Secured Application for Mobile (SAM) Ecosystem



# eSIM Secured Application for Mobile (SAM) Model - How it works (1/2)



# eSIM Secured Application for Mobile (SAM) Model - How it works (2/2)





# eSIM Secured Application for Mobile (SAM) - Summary

## Add Value Services

- eSIM adds value to store high security services additionally to the Telecom Services

## Reduce Integration Cost

- Single Secure Element, eSIM, to store New Services reducing the cost of integration and optimizing the space on the device, which means free up more space for other device components e.g: larger batteries

## Avoid Fragmentation

- Standard mechanism to download and manage Non-Telecom Services within the eSIM

SAM opens the door for *NEW opportunities* to create new products and business models for Operators and Non-Operator Services

**THANKS**

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