



Press Release
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Internet Site Security Boom: Keynectis and SSL Europa Propose the Browser Padlock with a Focus on Quality, Security and Service from just 159€

Keynectis, European leader in secure digital identities and transactions, and SSL Europa, European-based website security company, have together decided to address Europe's booming Internet and Extranet security market. Currently valued at over one billion Euros, and dominated by a few North-American companies, we estimate this market to be growing at a rate of over 25% per annum. Together, Keynectis and SSL Europa aim to gain at least 20% of the SSL market share in Europe within 3 years.

Internet users are becoming progressively aware of the importance of Internet security and are increasingly relying on the padlock next to the address bar in browsers and on the added "S" in the website URL (<httpS://www.keynectis.com>) to indicate that the communication is secured. In order that information exchanged, such as personal details, is not sent over the Internet in plain text, websites must possess SSL certificates. Extended validation SSL certificates with the green browser address bar are now also widely used especially on e-commerce sites and more generally on all sites where online payment is required. We estimate that using SSL certificates increases website conversion rates by over 10%. An SSL certificate guarantees the authenticity of a website and encrypts information exchanged.

The Keynectis Certificate Authority, used by SSL Europa to propose its certificates, is recognized in all popular Internet browsers: The mission of SSL Europa and Keynectis is to issue only top-of-the range certificates and to provide complementary services of high quality. For example, the two companies remain resolute in the need for rigorous verification of the organizations to which certificates will be issued as well as about the level of encryption and the certificate issuance procedures.

An SSL certificate sells today from upwards of 150 Euros and is extremely simple to install and use. In addition, SSL Europa and Keynectis also offer dedicated solutions for key accounts that enable the life cycle management of large numbers of SSL certificates at least cost.

As responsible companies, SSL Europa and Keynectis will actively contribute to educating users in Europe, for example by providing advice on how to shop with confidence on the Internet.

Keynectis is investing alongside SSL Europa in order to support the growth of its SSL activity. "Securing identities and data exchanged over the Internet has become a major challenge in the development of digital technologies in Europe - be this for e-business or for e-government" affirmed Pascal Colin, CEO Keynectis. "Our investment alongside SSL Europa enables us to better address this need."

"SSL Europa was created in order to assist European enterprises and government agencies in the protection of websites and digital transactions" added Jean-Marie Giraudon, CEO SSL Europa. "Our partnership with the leading Certificate Authority in Europe is a serious guarantee in an ever more demanding domain."

The Keynectis Certificate Authority is recognized in major browsers including Microsoft Internet Explorer, Mozilla Firefox, Opera and Apple Safari. Keynectis is a member of the CAB Forum (Certification Authorities and Browser Forum) www.cabforum.org and has received WebTrust accreditation following successful completion of an extensive audit.



Protecting your identity
Protecting your freedom
in a connected world



About Keynectis

Keynectis is a software and SaaS provider, fully focused on securing digital identities, communications and transactions. Pioneer of Cloud Computing, with more than 12 years of experience, Keynectis provides governments, financial institutions and enterprises around the world with a wide range of products and services for managing digital identities and securing electronic communications and documents. With over 20 million digital identities and 2.5 billion electronic transactions protected each year, Keynectis is a global leader in digital security.

Learn more at www.keynectis.com

About SSL Europa

Founded in 2010 by former Vice President IAM Gemalto Jean-Marie Giraudon, SSL Europa is a major European provider of SSL certificates. SSL Europa's customers include enterprises and administrations of all sizes wishing to effectively protect their websites and messaging servers. Focusing on quality, service and security, SSL Europa sells SSL certificates from the leading European Certification Authority and proposes premium solutions at the best possible price. SSL Europa also proposes complementary electronic signature, authentication and encryption solutions as well as other specialized services. For more information please visit www.ssl-europa.com.

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