



THE GLOBAL
COMPACT

Corporate Responsibility Report Communication on Progress 2013

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Introduction

WIS@Key shares the view that the Global Compact presents a unique strategic platform for participants to advance their commitments to sustainability and corporate citizenship and to "value creation" in its more profound sense: making a positive difference in society.

WIS@Key's Chief Executive Officer and Board are committed to making reality an ethical engagement that is embedded in the company's business plan: expand the use of digital certification. WIS@Key is driven by its commitment to bring security to the Internet and create the trust that is needed for e-commerce, e-business, e-government, etc.

WIS@Key's progress report, presented in the form of a log-frame, seeks to illustrate WIS@Key's compliance with the Global Compact 10 principles.

The following UN publications have been used as reference:

- Guiding principles on business and human rights. Implementing the United Nations "Protect, Respect and Remedy" Framework. UN Human Rights. Office of the High Commissioner
- The Labour Principles of the United Nations Global Compact. A guide for Business. ILO
- Environmental stewardship strategy. Overview and Resource for Corporate Leaders. Duke University
- Corporate sustainability with integrity: organizational change to collective action. United Nations Global Compact.

The report also contains one annex:

- Statement after the Davos event sponsored by WIS@Key: *"Addressing Identity of People and Things, Privacy, Security and Trust in the Cloud"*

Paragraphs in blue show the activities that are of direct relevance to the Global Compact. The main version of this document is electronic, since it allows access to additional information through a series of hyperlinks.

Thanking you for your kind attention and looking forward to receiving your feedback.

About WISeKey

WISeKey SA is a leading information security and digital identity management company. We provide solutions to respond to business, government and individual digital security needs, from Mobile Services to Digital Brand Management and Online Trusted Solutions.

Our solutions are used worldwide to secure mobile, home and office data, transactions and communications, as well as being used to provide you or your brand with a personalized digital identity to secure you against fraud and counterfeiting.

Through our partnership with the OISTE Foundation, under Swiss law, we can ensure geo-political neutrality for data and communications that are secured by WISeKey.

WISeKey's digital identity management and information security is used to address a variety of day to day digital security needs, such as:

- Secure electronic data exchange and storage online and locally
- Secure mobile communications – voice, SMS, email
- Secure mobile data
- Secure financial transactions from computers and mobile phones
- Distinguish authentic from counterfeit goods, anytime, anywhere (even over the internet)
- Protect your customers' data and identities when they trust your site with their information
- Ensure privacy and security e-government citizen services
- Securely log on to social networks
- Manage all your log on details from a single, encrypted place
- Leave evidence of a communication or transaction (using WISeKey's e-notary services)
- Reduce your carbon footprint with a paper-free environment and legally valid digital signatures

WISeKey is a dynamic and innovative company that embraces change to stay ahead of the digital security threats and to protect its current and future clients. WISeKey's facilitation of the mass-use of secure digital identities in everyday life allows us to promise that the millions of users around the world can trust WISeKey secured information and objects and protect their privacy.

Message from Carlos Moreira

This year WIS@Key has refined and redefined its spheres of influence in order to be able to best serve our current and future consumers in the ever-developing market. The digital age means that people are carrying out more and more business and social activities online, through networks, and with mobile devices. With this shift away from face-to-face interaction, trust becomes essential for individuals and businesses alike, who need to ensure that the person they are dealing with remotely is legitimate, and that the data they are accessing or receiving is secure and trustworthy.



Data protection is becoming an item that is very high on the agenda for banks, governments and corporations, as we realize that our data, identities, and digital interactions are not as safe as they should be.

WIS@Key's relationship with the OISTE Foundation allows us to guarantee geo-political neutrality for our clients' data and communications, setting us apart from other companies in the domain.

WIS@Key is dedicated to securing mobile data, online data and communications in order to protect people's rights. We are also committed to using our technology to fight counterfeiting, and also to help others and ourselves work in a greener environment. This includes our work on e-Governments, replacing the traditional paper-based processes with electronic ones, giving citizens the possibility of conducting their requests and filling in their forms online, as well as following the whole process online, thus replacing lengthy paper-based processes and saving time and money.

WIS@Key has also signed commitments towards the Clinton Global Initiative in order to bring mobile banking to underbanked and unbanked areas of the world. WIS@Key continues to work towards the 10 principles of the UN Global Compact through initiatives such as this.

The UN Global Compact has allowed us to highlight areas of our business where improvement is recommended, as well as to hone our solutions and business practices to be better aligned with the 10 principles of the UN Global Compact. We look forward to another year of responsible opportunity in line with the 10 principles.

A handwritten signature in blue ink, likely belonging to Carlos Moreira.

Carlos Moreira
CEO and founder WIS@Key



Progress Report – Global Compact 2013

Objective: implement the 10 principles proclaimed by the UN Global Compact

Goals – Human Rights Principles	Impact indicators	Means of verification	Assumptions
WIS@Key is committed with the protection of internationally proclaimed human rights	WIS@Key's engagement with the protection of human rights is publicly recognized	<p>The company's Corporate Governance Rules and Code of Conduct enforce the respect of human rights</p> <p>Quoting from the above mentioned document. <i>"WIS@Key's most valuable asset is its reputation for integrity and fair dealing"</i>. The Corporate Governance Rules deal with the overall functioning of the company, its respect of law, including a whistle blow provision for internal denunciations of practices that constitute a violation of the company's ethical principles.</p> <p>WIS@Key is recognized as a role model for innovative cyber-security technology and for its efforts to protect individuals, businesses, and governments on the Internet. Its nomination as a WEF Global Growth Company (GGC) - over 350 companies from over 60 countries had been admitted to the GGC Community- is a proof of it.</p> <p>WIS@Key belongs to the companies recognized as Trailblazers, Shapers and Innovators... See... World Economic Forum, Trailblazers, Shapers and Innovators</p>	<p>The company's business is economically sustainable</p> <p>Appropriate level of information regarding business' partners' human rights' records</p> <p>Publicly known cases of human rights abuses where potential business' partners and/or providers are held responsible</p>

		<p>The company's upper management publically embraces the promotion and respect of human rights</p> <p>WIS@Key endorses the APC Internet Rights Charter, established by the Association for Progressive Communications (APC) in February 2001. The APC states that "the ability to share information and communicate freely using the internet is vital to the realisation of human rights as enshrined in the Universal Declaration of Human Rights, the International Covenant on Economic, Social and Cultural Rights, the International Covenant on Civil and Political Rights and the Convention on the Elimination of All Forms of Discrimination against Women.</p> <p>WIS@Key supported the OISTE Foundation in obtaining ECOSOC special consultative status as a means of engaging more directly with the UN.</p> <p>The company deploys activities that have a positive impact on the respect of human rights. WIS@Key campaigns for a system of digital identity management that will be respectful of the fundamental right to privacy. As stated in Article 12 of the Universal Declaration of Human Rights: <i>"No one shall be subjected to arbitrary interference with his privacy, family, home or correspondence, nor to attacks upon his honour and reputation. Everyone has the</i></p>	
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<p>WISeKey is not complicit in human rights abuses</p>	<p>WISeKey abstains from doing business with countries or companies responsible of proven human rights abuses</p>	<p><i>right to the protection of the law against such interference or attacks”</i>.</p> <p>In association with the OISTE Foundation, WISeKey launched the campaign: “<i>The Right to Disappear on Line</i>” in March 2013, with the aim of teaching Internet users about privacy as a human right.</p> <p>WISeKey supported the engagement of OISTE on concrete actions to protect and defend the human right to privacy on the digital world, namely:</p> <ul style="list-style-type: none"> • Contacts with the Electronic Frontiers Foundation, Privacy International and Human Rights Watch following the publication of the <i>International Principles on the Application of Human Rights to Communications Surveillance</i> • Contacts with the Swiss Foreign Ministry asking for state support for the UN General Assembly resolution on the right to privacy in the digital age (finally approved with the active engagement of Switzerland) • Contacts and discussions with the Brazilian, German and Swiss mission + Human Rights Watch, Privacy International and the Electronic Frontier Foundation promoting the inclusion of the human right to privacy in the discussions of the Human Rights Council, 25th regular session (March 2014). 	
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		<p>WIS@Key's active engagement with the World Economic Forum (WEF) is expressed through Carlos Moreira's re-appointment as vice-chairmanship of the Global Agenda Council on Illicit Trade. The WEF Global Agenda Council on Illicit Trade includes a wide range of topics of direct relevance to human rights such as Human Trafficking; Drug trafficking; Counterfeiting; Arms Trafficking.</p> <p>Contracts signed / MoUs signed / Deals under study / Deals concluded / Pipeline of products / Products under development –</p> <p>WIS@Key launches the application “Should I buy it?” designed as a contribution to fight illicit trade through crowd-sourcing strategies. The application is available at the iTunes app store. More at... http://www.shouldibuyit.net/</p> <p>WIS@Key successfully support the OISTE Foundation application to membership of the ICANN's not-for-profit operational concern (NPOC) constituency.</p> <p>WIS@Key endorsed, through the OISTE Foundation, the “<i>International Principles on the Application of Human Rights to Communications Surveillance</i>” and lobbied the Swiss Federal government to approve a strong UN General Assembly resolution on the right to privacy in the digital world.</p>	
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Outcomes	Outcome indicators	Means of verification	Assumptions
<p>WISeKey actively participates in awareness-raising about human rights issues</p> <p>WISeKey is engaged in multilateral institutions addressing the issue of human-rights protection</p>	<p>WISeKey is actively involved with the International Telecommunications Union (ITU) and the World Summit of the Information Society (WSIS)</p> <p>WISeKey is actively involved with the World Economic Forum (WEF)</p> <p>WISeKey is paramount in creating awareness about the risks to the human right to privacy in Internet</p>	<p>Participation in ITU and WSIS meetings: (1) During the WSIS Forum 2013, Carlos Moreira was invited to participate on the panel of the round table organized by the Internet Society under the title: <i>“to be or not to be identified: Hamlet’s quandary in the digital era”</i> focusing on digital identity management</p> <p>Participation in WEF activities (1) WISeKey joins forces with 70 companies and government bodies across 15 sectors and 25 countries to create the WEF Partnering for Cyber Resilience Initiative. More at http://www.weforum.org/issues/partnering-cyber-resilience-pcr</p> <p>Public statements / Press releases / Participation in specialized events / Products developed and marketed that improve security and privacy for individual users in Internet / Services offered to companies and countries to improve security and confidentiality in data management</p> <p>WISeKey campaigns for a system of digital identity management that will be respectful of the fundamental right to privacy.</p> <p>WISeKey’s actively supports the work of the Global Agenda Council on Illicit Trade set up by the WEF, see above.</p> <p>The WISeAuthentic game of products continues to increase its share in the</p>	

		company's revenue flow. WISeAuthentic enforces the fight against illicit trade.	
Outputs	Output indicators	Means of verification	Assumptions
<p>Four product lines being offered and permanently improved via new software development</p> <ul style="list-style-type: none"> • WISecurity • WISeID • WISefans • WISeAuthentic • WISePhone • WISeID Personal Cloud 	<p>Availability of new software New services being offered New contracts signed New clients added</p> <p>Launching events organized</p>	<p>Applications developed by WISeKey as support to human-rights enhancing initiatives:</p> <p>Publicity on WISeKey's web page + promotional material available Please refer to the company's web page... https://www.wisekey.com/projects/ showing the linkages between the company and various public-interest endeavors: Hub Valenciano Málaga Valley HighTrusted Communities Association for International Mobility</p> <p>See under "Means of verification", below</p>	
Activities	Process Indicators	Means of verification	Assumptions
<p>Biscay Provincial Authority Biscay Tik CSP Video</p>	<p>Nominated as a New Champion by the World Economic Forum</p> <p>Nominated as a Vice Chair of the World Economic Forum's Global Agenda Council 2013</p> <p>Commitment holder at the Global Clinton Initiative On Mobile-Banking and digital identification for poverty alleviation</p>	<p>Press releases and news posted in WISeKey's website.</p> <p>ORACLE TEAM USA Official Commemorative app developed by WISeKey to celebrate one of the Greatest Comebacks in Sporting History DOHA GOALS 2013: WISeKey Presents the 'Fully Connected' Future of Sports: Fan Apps and Stadium Hub Technology Combine for 24/7 Global Engagement WISeKey Receives Swiss Patent to Authenticate and Trace Physical Objects on the Internet of Things OISTE Foundation part of ICANN constituencies Addressing Identity Management, Privacy, Security and Trust in Digital Communication App Launched to Help Consumers Fight Illicit Trade WISeKey selected as the exclusive WISfans GPHG mobile app provider of the Geneva Watchmaking Grand Prix 2013 edition The United Nations (ECOSOC) grants Special Consultative Status to OISTE.ORG based in Geneva promoting a "Switzerland on the Internet" to provide Net Cloud Neutrality</p>	

		WISeKey presentation at FIFA Headquarters in Zurich: ON FUTURE OF TECHNOLOGY IN STADIA AND FANS INTERACTIONS WITH WISFANS WISeKey and the International Football Arena launch the official IFA WISfans Mobile App WISeKey signs with CR Vasco da Gama to enhance their global fan base ecosystem engagement with WISfans WISeKey Unveils WISePhone 3 an Encrypted Mobile Communications Suite creating the first worldwide secure, encrypted, Trusted and Social Network Telecom™ platform WISeKey and Brazilian Football Club CR Flamengo launch the official CR Flamengo WISfans Mobile App Inauguration of WISeKey LIBER in Brazil with creation of Rootkey WISeKey releases WISeID Personal© to Support its CGI Commitment to Provide One Billion Digital Identities by 2015 while reducing poverty by monetizing active eyeballs WISEKEY CLOSES ADDITIONAL FUNDRAISING AS PART OF GROWTH STRATEGY AND PRE-IPO PLAN AND LEANS TOWARDS THE US FOR FUTURE GROWTH WISeKey Liber Presents WISfans(c), A Revolutionary Social Media Ecosystem for Football Clubs, at the FT/FIFA Business of Football Summit 2013 in Rio de Janeiro WISeKey Liber Signs With CR Flamengo to Launch WISFANS© to Engage Their Global Fan Base Ecosystem Worldwide To be or not to be identified: Hamlet's quandary in the digital era WISeKey receives strategic investment from GJC, Grupo Jaime Câmara, leading Brazilian media group and creates a new JV "WISeKey Liber" WISeKey and FC Barcelona Launch "FCB connect ": One App, One Ecosystem for Millions of Followers WISeKey Unveils WISePhone 2 at Mobile World Congress 2013 Allowing Mobile Voice Encryption WISeID.com to encrypt your Facebook, Twitter and G+ Wall Postings bringing encrypted messaging to everyday communication Identité virtuelle: A chacun de décider WISeKey joining Davos as the Forum Starts to Change the Conversation around Cyber Security towards Cyber Resilience as a critical economic enabler WISeKey launches the WISeID Cyber-Resilience Special Edition app during the Davos Swiss Night at the World Economic Forum 2013 Security card provides protection against fakes	
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Goals – Labour principles	Impact indicators	Means of verification	Assumptions
WISeKey upholds the freedom of association and the effective recognition of the right to collective bargaining	WISeKey's reputation as a fair employer is firmly established	Management team meetings The management team meets once a week or any time that business requires it.	The company stays in business
WISeKey upholds the elimination of all forms of forced and compulsory labour	Respect of Swiss Civil Code & international labour law	Pension fund staff representatives elections	Pressing priorities and staff travel allow time for the
WISeKey upholds the effective abolition of child labour			

<p>WIS@Key upholds the elimination of discrimination in respect of employment and occupation."</p>	<p>WIS@Key employs multi-cultural staff. WIS@Key's staff is gender balanced.</p> <p>WIS@Key's pension fund is decisions are taken by a group with employee's representation.</p> <p>WIS@Key makes sure that business partners or suppliers do not employ child labour</p>	<p>A representative to the pension fund management group is elected by the personnel in April 2013</p> <p>WIS@Key's Corporate Governance Rules – last updated January 2011, based on the “Swiss Code of Best Practice for Corporate Governance” offer guarantees of lawful and fair labour practices. As shown on the letter from the Chief Financial Officer in WIS@Key's Annual Report 2012 – June 2013 ...”Average headcount during the year reduced slightly from 20...to 14 at the end of June 2013, mainly through natural attrition”, in doing so, the company respected all its legal engagements.</p> <p>Means to monitor performance – Legal and Ethics Committee appointed by the Board of Directors (seven shareholder representatives with at least 3 non-executive directors)</p> <p>There are no open processes against WIS@Key before labour courts in Geneva.</p> <p>WIS@Key's personnel appreciate contractual conditions: working hours, holidays, maternity protection, occupational safety, training opportunities.</p>	<p>management team meetings</p>
Outcomes	Outcome indicators	Means of verification	Assumptions
<p>WIS@Key complies with the Global Compact criteria on labour principles</p>	<p>Positive review by the Global Compact</p>	<p>Feed-back to corporate responsibility report</p>	

Outputs	Output indicators	Means of verification	Assumptions
<p>WISeKey's Board of Directors oversees the respect of WISeKey's Corporate Governance Rules by management.</p> <p>Management team makes a positive contribution to WISeKey's business.</p> <p>The pension fund plan chosen provides the best possible advantages for employees.</p>	<p>WISeKey's management upholds the company's Corporate Governance Rules</p> <p>Management team made important contributions in contracts signed with Hublot, Dior Watches, Le Guin eyewear, HYT, Debougainville and Bancorp.</p> <p>Management team made valuable contributions in the development of the following applications:</p> <ul style="list-style-type: none"> • Should I buy it? • WISecurity • WISeID • WISefans • WISeAuthentic • WISePhone • WISeID Personal Cloud 	<p>Company's productivity and personnel motivation are high.</p> <p>In April 2013, the personnel elected a representative to be the voice of the employees in the pension fund managed by Swiss Life.</p> <p>Applications available on the App Store and Google Play</p>	
Activities	Process Indicators	Means of verification	
<p>Board meetings: Wednesday 13 March; Tuesday 7 May; Wednesday 26 June; Tuesday 3 September; Thursday 17 October; Wednesday 4 December</p>	<p>Board meetings' minutes</p> <p>Management team meetings</p> <p>Staff representatives to the pension fund</p>	<p>Board meetings: Wednesday 13 March; Tuesday 7 May; Wednesday 26 June; Tuesday 3 September; Thursday 17 October, Wednesday 4 December</p> <p>Elections to the company's pension fund management team took place in April 2013</p>	

Goals – Environmental principles	Impact indicators	Means of verification	Assumptions
WISeKey supports a precautionary approach to environmental challenges	WISeKey develops means to measure the	Number of smart-cards produced and shipped	WISeKey's business require

<p>WIS@Key undertakes initiatives to promote greater environmental responsibility</p> <p>WIS@Key encourages the development and diffusion of environmentally friendly technologies</p>	<p>environmental footprint of its products and services</p> <p>WIS@Key develops a holistic and comprehensive strategy, recognising the linkage among various environmental issues</p> <p>WIS@Key successfully embeds environmental stewardship in the company's strategy and management</p> <p>With regard to environmental protection, WIS@Key balances short-term targets and long-term goals, diffuse best practices and translates best practices into processes</p>	<p>Packaging and shipping methods used. WIS@Authentic has a low environmental impact. WIS@Key is not responsible to ship smartcards to clients individually. Watch manufacturers are responsible. Smartcards are purchased abroad, Both the cards and the chip that goes with it are manufactures abroad. Manufacturers seek cost efficiency</p> <p>Impact on Green House Gas emissions (GHG). The volume of the company's business is not big enough to follow up on WIS@Key's impact on Green House Gas emissions (GHG). Apart from international travelling, the impact seems to be average for a small ICT company.</p> <p>Control of public utilities' bills. WIS@Key's data center is energy intensive. The cooling system employs important quantities of water. From the electricity consumption side it is difficult to reduce the bill when the company operation grows; however, there is a favorable trend thanks to the reduction of physical servers, in exchange for virtual servers. The processing capacity increases, but energy consumption remains the same.</p> <p>Purchase of new equipment New equipment purchasing decisions are weighted considering its environmental</p>	<p>international mobility and travelling</p> <p>Cost efficiency is balanced against environmental impact</p>
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		<p>impact. Energy efficiency is a criteria when deciding on the purchase of new equipment.</p> <p>Obsolete equipment is disposed respecting Swiss and European safe-disposal directives: <i>Waste Electrical and Electronic Equipment Directive (WEEE)</i></p> <p>Company's recycling facilities WISeKey endeavors to reduce physical mail and paper use. The company recycles paper, ink toners and PET on-site.</p> <p>Control on international travelling In order to reduce travelling: (1) WISeKey encourages the use of teleconferencing; (2) WISeKey implements teleworking arrangements for as many cases as possible.</p> <p>WISeKey engages the services of foreign software developers in Southeast Asia.</p> <p>WISeKey's meeting rooms are fitted to offer state of the art technological facilities for tele + video conferencing. All personnel often use Skype for video conferencing.</p> <p>Nature of the company's products and services The dematerialization of processes plays an important role in the company's business strategy. Dematerialization means less paper consumption.</p> <p>WISeKey's clients have a positive environmental impact thanks to reduced transport and the simplifications of energy consumption processes.</p>	
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		WIS@key has a positive impact because its business model implies an increase in the consumption of virtual rather than tangible products.	
Outcomes	Outcome indicators	Means of verification	Assumptions
WIS@key's successful strategy is translated into an increase of online businesses and services using dematerialized processes, thus having a positive impact on the environment	Sales increases	Statistics showing sales' increases quoted in the company's activity report. "During the period, revenues increased by 24%... This increase was due to increased volumes of our WIS@Authentic product line to the luxury watch industry and license revenues from our product line WIS@ID".	
Outputs	Output indicators	Means of verification	Assumptions
<p>Energy bills are carefully monitored in WIS@key's offices</p> <p>WIS@key's operations fall under the category of information & communications technology services that simplify people's mobility</p>	<p>Measures taken to reduce energy consumption in WIS@key's offices</p> <p>Contract with Bancorp Bancorp/WIS@Corp.CO – offers trusted identities to customers, enable them to complete online transactions with confidence, trust the identities of others and the identities of the infrastructure on which the transactions run</p>	<p>Discussions with the owner / manager of WIS@key's premises</p> <p>The cooling system for the data centre is a bit out-dated. There are more energy-efficient cooling machines in the market; however, the decision to change the equipment is not directly on the hands of the company but on the hands of the building's owner / managing company. The matter has been discussed with them, however there is a financial issue to resolve, since changing the cooling system implies a significant investment. As mentioned before, the company has opted for increasing the data processing capacity via new processing technologies which do not represent an increase in energy consumption.</p>	Control of the public utilities systems is on the hands of the premises' owner / manager

	Marketing of WISeAuthentic products and services	WISeAuthentic creates an electronic certificate containing the product's unique identity code. A non-duplicable digital certificate, containing the product's identity is stored on a cryptographic smart chip embedded into a branded SmartCard or into the product itself. At any time the customer can verify the item authenticity over the Internet with the highest level of security.	
	Marketing of WISeFans products and services	WISeID FCB enables fans to stay in touch with their favourite players, providing them with real time updates on their social posts, , commentaries and the latest pictures and videos of the team. Sport clubs with strong team brands recognize that fans are their main asset. FCB WISeID creates a collective identity shared by both supporters and players that allows a wide range of on-line interactions with our without commercial goals.	

Goals – Implement anti-corruption practices	Impact indicators	Means of verification	Assumptions
WISeKey works against corruption in all its forms, including extortion and bribery.	Digital certification contributes to reduce illicit trade and fight corruption	Applications developed. “Should I buy it”, an application being developed by WISeKey, uses law-enforcement mechanisms developed by Interpol, i.e. the Global Register. “The INTERPOL Global Register is a project under development to counteract illicit trade by enabling people to scan and verify the legitimacy of a product from their mobile device. Users – consumers, manufacturers, distributors, retailers, law enforcement and government officials – will be able to use an Internet-based application on a mobile phone or other Internet-connected device to scan and receive information on a product to verify	

		<p>whether the product is being legitimately sold, access product information and see what safety features are in place.”</p> <p>Meetings and conference-calls in 2013 related to curbing illicit trade. Within WIS@Key’s engagement with the WEF Global Agenda Council on Illicit Trade, the following meetings and conference calls took place: Meetings: 7 February, Thursday 21 March, 2013. Virtual Meetings: May 8th , October 17th, November 7th, December 9th</p> <p>WIS@Key’s Corporate Governance Rules include a “Whistle blow act”... reporting on violations of the law, rules, regulations and the company’s Code of Conduct are contemplated and protected... These rules explicitly state: <i>“it is forbidden to demand or accept payments or other advantages for themselves or others from third parties, nor may they grant third parties unlawful advantages...”</i></p> <p>WIS@Key’s Corporate Governance Rules also include clauses contemplating the disclosure of conflict of interest</p>	
Outcomes	Outcome indicators	Means of verification	Assumptions
An extended use of digital certification reduces illicit trade and contributes to fighting corruption worldwide.	WIS@Key’s WIS@Authentic products have a positive impact in	More companies and governments use WIS@Key’s digital certification services as a means to curb illicit trade and fight corruption.	

	brand protection and reduce counterfeiting		
Outputs	Output indicators	Means of verification	Assumptions
WISeAuthentic products marketed to the luxury industry	Clients' satisfaction. Jean-Claude Biver, Hublot's CEO : "The technology consists of creating an electronic guarantee certificate with an algorithm...Hublot sales outlets and clients are able to use the SmartCard to check instantly online if the watch is genuine. This combination provides a fail-safe solution, impossible to replicate, at a fraction of the amount lost in sales due to counterfeits. ..."	Contracts signed: in the period 2012 - 2013 As reported by the company's "WISeKey Annual Report 2012 – June 2013": "During the period, revenues increased by 24%... This increase was due to increased volumes of our WISeAuthentic product line to the luxury watch industry and license revenues from our ne product line WISeID"... There was also continued revenue generation from new produc offerings such as the WISePhone suite of products which provides encrypted VOIP for mobile phones and encrypted SMS messaging".	
Activities	Process indicators	Means of verification	Assumptions
ORACLE TEAM USA Official Commemorative app developed by WISeKey to celebrate one of the Greatest Comebacks in Sporting History DOHA GOALS 2013: WISeKey Presents the 'Fully Connected' Future of Sports: Fan Apps and Stadium Hub Technology Combine for 24/7 Global Engagement WISeKey Receives Swiss Patent to Authenticate and Trace Physical Objects on the Internet of Things OISTE Foundation part of ICANN constituencies Addressing Identity Management, Privacy, Security and Trust in Digital Communication App Launched to Help Consumers Fight Illicit Trade WISeKey selected as the exclusive WISfans GPHG mobile app provider of the Geneva Watchmaking Grand Prix 2013 edition The United Nations (ECOSOC) grants Special Consultative Status to OISTE.ORG based in Geneva promoting a "Switzerland on the Internet" to provide Net Cloud Neutrality WISeKey presentation at FIFA Headquarters in Zurich: ON FUTURE OF TECHNOLOGY IN STADIA AND FANS INTERACTIONS WITH WISFANS WISeKey and the International Football Arena launch the official IFA WISfans Mobile App WISeKey signs with CR Vasco da Gama to enhance their global fan base ecosystem engagement with WISfans WISeKey Unveils WISePhone 3 an Encrypted Mobile Communications Suite creating the first worldwide secure, encrypted, Trusted and Social Network Telecom™ platform WISeKey and Brazilian Football Club CR Flamengo launch the official CR Flamengo WISfans Mobile App	New security solutions developed	Press releases / board meetings Within WISeKey's engagement with the WEF Global Agenda Council on Illicit Trade, the following meetings and conference calls took place: Meetings: 7 February, Thursday 21 March, 2013. Virtual Meetings: May 8th , October 17th, November 7th, December 9th	

[Inauguration of WIS@key LIBER in Brazil with creation of Rootkey](#)
[WIS@key releases WIS@ID Personal© to Support its CGI Commitment to Provide One Billion Digital Identities by 2015 while reducing poverty by monetizing active eyeballs](#)
[WISEKEY CLOSES ADDITIONAL FUNDRAISING AS PART OF GROWTH STRATEGY AND PRE-IPO PLAN AND LEANS TOWARDS THE US FOR FUTURE GROWTH](#)
[WIS@key Liber Presents WISfans\(c\), A Revolutionary Social Media Ecosystem for Football Clubs, at the FT/FIFA Business of Football Summit 2013 in Rio de Janeiro](#)
[WIS@key Liber Signs With CR Flamengo to Launch WISFANS© to Engage Their Global Fan Base Ecosystem Worldwide](#)
[To be or not to be identified: Hamlet's quandary in the digital era](#)
[WIS@key receives strategic investment from GJC, Grupo Jaime Câmara, leading Brazilian media group and creates a new JV " WIS@key Liber "](#)
[WIS@key and FC Barcelona Launch "FCB connect ": One App, One Ecosystem for Millions of Followers](#)
[WIS@key Unveils WIS@Phone 2 at Mobile World Congress 2013 Allowing Mobile Voice Encryption](#)
[WIS@ID.com to encrypt your Facebook, Twitter and G+ Wall Postings bringing encrypted messaging to everyday communication](#)
[Identité virtuelle: A chacun de décider](#)
[WIS@key joining Davos as the Forum Starts to Change the Conversation around Cyber Security towards Cyber Resilience as a critical economic enabler](#)
[WIS@key launches the WIS@ID Cyber-Resilience Special Edition app during the Davos Swiss Night at the World Economic Forum 2013](#)
[Security card provides protection against fakes](#)

Annex 1 – Davos statement, January 2014

Addressing Identity of People and Things, Privacy, Security and Trust in the Cloud

WISeKey, sponsor of the round table held at the Steigenberger Belvédère Hotel on the 22nd of January 2014, and the event organizers: International Secure Electronic Transactions Organization (OISTE) and the Organization of Knowledge Economy and Enterprise Development (IKED) ¹

Recognizing

- the rapid evolution of problems related to privacy, security and data governance in digital communications;
- that the present trends in digital communication carry serious risks for undercutting trust and damaging fundamental individual rights;
- that the United Nations General Assembly recently reaffirmed the human right to privacy in the digital age;
- that market forces reward mapping and the abuse of personal data, without providing countervailing forces in support of the individual user;
- that governments are increasingly held accountable for the protection of their citizens' rights in the digital world;
- that these developments along with big data, cyberphysical-systems and cloud computing announce a paradigmatic shift in digital identity management.

Aware

- that all societies, irrespective of national borders and cultural variation, are confronted with a deficit with regard to governance of personal data, privacy, security and trust.

And against the background of

- billions of new users - most of them members of a young generation - set to join the Internet over the next few years,

The session agreed on the importance of:

- Balancing the opportunity for effective use of data and information in the digital world with uncompromised user-centric digital identity management, respect for privacy, and effective control of personal data;

¹ The round table was moderated by Carlos Moreira, CEO and Chairman, WISeKey and counted with the presence of Mrs Neelie Kroes, Vice President of the European Commission, responsible for the Digital Agenda in Europe; Thomas Andersson, Chairman of the GINI consortium; Marina Gregorian, head of strategic communications, Fraunhofer Institute for Open Communication Systems (FOKUS), Humberto Luiz Ribeiro, Secretary of Commerce and Services (SCS), Ministry of Development, Industry and Foreign Trade of Brazil, and Alex “Sandy” Pentland, Director of MIT’s Human Dynamics Laboratory and the MIT Media Lab Entrepreneurship.



- The need for market forces to produce user-friendly solutions to managing one's own personal digital identity;
- Supporting the emergence of a new generation of digital services – efficient and interoperable – that will equip users with better tools and incentives to tackle the grand challenges of our time, i.e. universal education, health, food, environmental protection, water security and so forth.

All concerned actors are thus invited to join forces in developing and piloting:

- a new framework and business model for an Individual Digital Identity system comprised of user-driven operator services matched by a new generation of service delivery and public data provision on terms that support trust;
- the technical means to enable users to exercise control with respect to who is able to verify user identities and through which processes, and to control essential phases of their digital identities' life cycle (creation, change, management, revocation) through the Individual Digital Identity model, and;
- The application of the new business model and technologies to areas that are pivotal for human and social development and the positive contribution of ICT to billions of new Internet users in years to come.

The project will devise architecture for operator functions within a multi-corner model enabling users, relying parties, and data bases to interoperate while ensuring the full control of personal data by the individual user.

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Background

The model work will draw upon the findings of the GINI-SA project, which presented the background and prime building blocks of the INDI approach to identity management ⁽²⁾. It will further benefit from the provision of OISTE 's rootkey ⁽³⁾ and its innovative neutral Trust Framework.

The project will engage high-tech companies, a range of service providers, and civil society in researching and launching pilots in key sectors, spanning national borders, to advance, test and further examine a new generation of innovations and viable business models based on the new approach.

As an end result of this work, it is envisaged that individual users should retain control of their identities and personal data when accessing digital services. On this basis, the human right to privacy will be protected in the digital world while a new ecosystem of digital services based on this principle will generate value and sustainable growth.

² Consisting of eight European partners, coordinated by the International Organization for Knowledge Economy and Enterprise Development (IKED), GINI-SA has devoted the last three years to setting out the directions for long-term solutions to identity management in digital communication.

³ The Geneva-based International Secure Electronic Transactions Organization / *Organization Internationale pour la Sécurité des Transactions Electroniques*.