

## Samsung Pay Goes Live in Singapore

- Consumers in Singapore will now be able to use their compatible Samsung smartphones to pay with Samsung Pay at almost anywhere<sup>1</sup> in the country
- Samsung introduces merchant promotions available with mobile payment service



# SAMSUNG pay

**Singapore, June 16, 2016** – Samsung Electronics Singapore announced the availability of Samsung Pay for use in Singapore, beginning today. Available on the Samsung Galaxy Note 5 4G+, S6 edge+ 4G+, S7 4G+ and S7 edge 4G+, the secure and easy-to-use mobile payment service can be used to make purchases almost anywhere<sup>1</sup> that debit cards or credit cards are accepted. Samsung Pay users can now use their credit cards from Citibank, as well as debit cards or credit cards from DBS/POSB, OCBC Bank and Standard Chartered to make transactions at terminals that accept contactless payments as well as those that do not accept contactless payment with their compatible Samsung smartphones.

“Today, Samsung Pay goes live in Singapore. Ahead of the launch, we have established extensive partnerships, not just with card networks and issuers, but also merchants where consumers will be able to enjoy a myriad of promotions when they make purchases at various merchants across the island,” said Eugene Goh, Vice President, IT & Mobile, Samsung Electronics Singapore.

Customers who purchase Galaxy S7 4G+ or Galaxy S7 edge 4G+ and activate Samsung Pay on their newly purchased device at the Samsung Experience Stores will receive a free Travel Adaptor<sup>2</sup>.

Starting from today, ongoing promotions will also be held at selected merchants such as AmorePacific and Watsons, applicable to purchases made in-stores using Samsung Pay. *[More information on merchants can be found in Appendix A, B and C]*

Samsung Pay is accepted at the vast majority of merchants in Singapore, wherever MasterCard or Visa is accepted, and is not limited to merchants that have updated to contactless terminals. Featuring close to 40 preferred merchants at launch, Singapore consumers will be able to use Samsung Pay at most merchants<sup>3</sup> within the following categories *[Full list of preferred merchants in Appendix A]:*

- Supermarkets and Convenience Stores
- Departmental Stores
- Healthcare and Beauty Outlets
- Food and Beverage Outlets
- Fashion and Lifestyle Outlets
- Electronics and Furnishing Stores
- Travel and Entertainment

## Feedback from Samsung Pay Open Beta Test Program

Ahead of Samsung Pay's launch in Singapore, an open beta test for the mobile payment service was held, in which thousands of participants were invited to be among the first to preview Samsung Pay in Singapore. The beta test was open for users of the Samsung Galaxy Note 5 4G+, Galaxy S6 edge+ 4G+, Galaxy S7 4G+ and S7 edge 4G+ with their MasterCard and Visa debit or credit cards.

With participants being able to use the secure and easy-to-use mobile payment service to make purchases almost anywhere<sup>1</sup> during the beta testing phase, Samsung received encouraging feedback and positive responses from participants. Initial feedback and data collated from the beta testing also enabled Samsung to fine-tune the service further ahead of launch to ensure a smoother experience for consumers.

"I have used Samsung Pay about five times so far, and I must say the experience has been seamless. I used to carry all my cards out in my wallet with me, but now my cards are all tied with Samsung Pay on my phone. I only bring one card out just in case, and leave all my back-up cards at home," said open beta test participant, Ju Lian Teo, 40, Commercial Manager.

"Ever since the first day of the open beta testing of Samsung Pay, I've used it on a daily basis for my purchases. It is very convenient and reliable, especially when I get to link my cards to it. I've even stopped carrying my cards around, and my wallet's a lot lighter now," said open beta test participant, Nishant Chemburkar, 22, Technology Analyst.

## More Than a Payment Service

A secure and easy-to-use mobile payment service, Samsung Pay can be used to make purchases almost anywhere that credit and debit cards are accepted.

- **SIMPLE:** With Samsung Pay, every transaction is made super easy. You simply need to swipe up to bring up the last transacted credit or debit card, scan your fingerprint or key in your PIN and make payment.
- **SAFE:** With each separate transaction, Samsung Pay uses an encrypted digital token to replace sensitive card information to prevent fraud. Your payment information is better protected than ever before. Transactions made on Samsung Pay require registered fingerprint or PIN for authorization, so you are in control when each payment is made. The encrypted fingerprint information is stored in a separate, secure area of your device. Samsung's industry-leading KNOX security platform, which received the most "Strong" ratings of any mobile security platform for Corporate Managed Security<sup>4</sup>, provides real-time kernel protection and monitors malicious software and activities on your device for added security.
- **ALMOST ANYWHERE<sup>1</sup>:** Samsung Pay is accepted almost anywhere you can swipe or tap your credit or debit card. By incorporating Samsung's proprietary MST (Magnetic Secure Transmission) technology, together with NFC (Near Field Communication), Samsung Pay will be compatible with the majority of existing and new payment terminals, allowing users to pay with their compatible Samsung smartphone almost anywhere. Thanks to MST, Singapore users can also use Samsung Pay for transactions up to their individual cards' limit.

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## **About Samsung Pay**

Samsung Pay, a mobile payment service from Samsung Electronics, is simple, safe and available almost anywhere you can swipe or tap your card. Combining NFC (Near Field Communication) with Samsung's proprietary MST (Magnetic Secure Transmission) technologies, Samsung Pay provides consumers a way to pay almost anywhere you can swipe or tap a card at merchant locations. Samsung continues to strategically expand its partnership ecosystem for Samsung Pay to provide greater flexibility, access, and choice for customers while enabling an easy and safe payment experience.

## **About Samsung Electronics Co., Ltd.**

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. For the latest news, please visit the Samsung Newsroom at [news.samsung.com](http://news.samsung.com).

<sup>1</sup>Availability almost anywhere is based on compatibility of Samsung Pay on MST and/or NFC payment terminals, with some supported for use only after software upgrades. Samsung Pay is exclusive to selected Samsung Galaxy smartphones only, and available across all participating payment networks, banks, and merchants. Availability may vary, please check [www.samsung.com/sg/samsungpay](http://www.samsung.com/sg/samsungpay) for updates.

<sup>2</sup>Limited to 1 redemption per customer and while stocks last. Terms and conditions apply

<sup>3</sup>Subject to changes

<sup>4</sup>"Mobile Device Security: A Comparison of Platforms", Gartner, Inc. (6 April 2016)

**APPENDIX A**

- 7-Eleven
- Best Denki
- BreadTalk
- Challenger
- Cold Storage
- DFS Singapore Changi
- Etude
- NTUC FairPrice
- FairPrice Finest
- FairPrice Xtra
- Gain City
- Giant
- GNC
- Guardian Health & Beauty
- Harvey Norman
- Hotel Fort Canning
- Innisfree
- Jasons
- KRAFTWICH™ by Swissbake
- Laneige
- M1 Limited
- Newstead
- PastaMania
- Samsung Experience Stores
- Shaw Theatres
- Sheng Siong
- Singtel
- StarHub
- Swissbake
- The Coffee Bean & Tea Leaf
- The Legends Fort Canning Park
- Market Place
- The Shilla Duty Free
- ToastBox
- Toys "R" Us (Singapore) Pte Ltd
- Watsons Singapore
- WE Cinemas
- Wine Connection
- ZAC Butchery

**APPENDIX B****Promotions for Samsung Pay\*****1) Samsung Pay**

The first 500 customers each week to have paid using Samsung Pay will receive a free Samsung Wireless Charging Stand worth \$98 or a Battery Pack worth \$78<sup>1</sup>. Promotion ends 13 July 2016.

**Merchant Promotions for Samsung Pay\*****1) AmorePacific**

Spend a minimum of \$35 at participating Innisfree outlets using Samsung Pay, and receive a free Innisfree Skin Mask Voucher<sup>2</sup>. Promotion ends 30 June 2016.

**2) Watsons**

From now till 27 July 2016, spend a minimum of \$50 when you tap & go™ with MasterCard, and receive a \$5 Watsons voucher<sup>3</sup>. Receive an additional \$5 Watsons voucher from Samsung when you pay with MasterCard using Samsung Pay<sup>3</sup>. While stocks last.

Merchants who wish to learn more about how they can benefit from Samsung Pay can visit [www.samsung.com/sg/samsungpay](http://www.samsung.com/sg/samsungpay).

**Card Issuers' Promotions for Samsung Pay\*****1) Citibank**

From now till 15 July 2016, pay with your Citibank Credit Cards on Samsung Pay, and stand a chance to win a Samsung Galaxy S7 edge 4G+ in the daily lucky draw<sup>4</sup>! In addition, from now till 31 December 2016, earn up to 3% cashback, 2 miles, or 10x Rewards points on your spend by using your Citibank Credit Cards on Samsung Pay.

**2) DBS/POSB**

From now till 15 September 2016, receive \$10 cashback<sup>5</sup> when you make a minimum of 3 taps with an accumulated minimum spend of \$40 on your DBS/POSB MasterCard and Visa Debit and Credit cards with Samsung Pay.

**3) OCBC**

From now till 31 August 2016, be rewarded with 5% rebate when you pay with your OCBC debit or credit card on Samsung Pay<sup>6</sup>.

**4) Standard Chartered Bank**

From now till 16 July 2016, receive 20% cashback<sup>7</sup> when you pay using Standard Chartered Cards with Samsung Pay.

More information on Samsung Pay promotions are available on the Events tab on the Samsung Pay app.

\*Promotion Terms and Conditions apply

<sup>1</sup>Prize varies each week. Terms and Conditions apply

<sup>2</sup>Voucher redeemable in-app, Innisfree Skin Mask redeemable at participating Innisfree outlets at Bugis Junction, Jem, Jurong Point, Plaza Singapura, Takashimaya, Tampines Mall and VivoCity.

<sup>3</sup>For the first 10,000 Watsons customers only. Limited to 1 voucher per transaction. Promotion not applicable on eStore. Terms and Conditions apply.

<sup>4</sup>Lucky Draw Terms and Conditions apply. Visit: [www.citibank.com.sg/samsungdrawtnc](http://www.citibank.com.sg/samsungdrawtnc) for more information.

<sup>5</sup>Valid till 15 September 2016 for the first 20,000 DBS/POSB cardmembers only. DBS Terms & Conditions apply.

<sup>6</sup>OCBC Bank Terms and Conditions apply

<sup>7</sup>Standard Chartered Bank Terms and Conditions apply.

**APPENDIX C**

“Samsung Pay is changing the way consumers pay. With Samsung Pay available for use at AmorePacific brand stores in Singapore such as Innisfree, Etude House and Laneige, we believe that our customers will be able to benefit from being able to just ‘tap and go’ when they shop. In the near future, we also hope to have Samsung Pay available in AmorePacific brand stores in other ASEAN countries.”

- **Robin Na, AmorePacific ASEAN RHQ Managing Director**

“Watsons deeply cares about its customers, and is constantly innovating and looking for ways to enhance the overall retail experience for them. With the acceptance of Samsung Pay at our retail outlets in Singapore, we believe that it will deliver a fresh and unique way of making purchases in-store, where our customers will get to enjoy a more seamless shopping experience in Watsons, through the convenience of paying directly through their smartphones.”

- **Mr Dominic Wong, Chief Operating Officer, Watsons Singapore**