



Samsung Pay Continues Global Expansion with Launch in Italy

The world's most widely accepted mobile payment service now available in 21 markets

Milan, Italy – March 22, 2018 – Samsung Electronics Co., Ltd. announced today that Samsung Pay is now available in Italy, marking its ongoing commitment to bringing payment innovation to users around the globe. With the addition of Italy, Samsung Pay now enables users in 21 markets to benefit from simple and secure payments almost anywhere¹.

Samsung's commitment to transforming the mobile industry was recognized at the annual Global Mobile Awards (GLOMO Awards) during Mobile World Congress 2018, which awarded Samsung Pay 'Best Mobile Innovation for Payment'. The service was praised not only for being innovative, but also for bringing consumers the world's first integrated rewards program²; each time users purchase with Samsung Pay, they can earn points to be exchanged for a variety of prizes.

"We strive to deliver the best experiences to our customers. The rapid growth of Samsung Pay has been made possible by Samsung's commitment to an open model of collaboration around the world, resulting in over 1,700 partnerships, including payment providers Visa and Mastercard[®]," said Yongje Kim, Executive Vice President of Service Business Office, Mobile Communications Business at Samsung Electronics. "Its continued support for both MST and NFC payments has also enhanced adoption, enabling market access in countries that support either payment option."

Samsung Pay is a simple and secure mobile payment service that is available almost anywhere you can swipe or tap your eligible payment card³. By combining Near Field Communication (NFC) technology and its proprietary Magnetic Secure Transmission (MST) technology, Samsung Pay is the most widely accepted mobile payment solution on the market.

Samsung Pay operates with three levels of security: fingerprint or iris⁴ authentication, card tokenization and Samsung's defense-grade mobile security platform, Samsung Knox. Additionally, Samsung Pay makes mobile payments easy – to launch, a user needs to swipe up on an eligible Samsung Galaxy smartphone, select the card, authenticate using a fingerprint, iris scanning or PIN and bring the phone near the point-of-sale terminal.

Starting today, Samsung Pay is available to users in Italy with compatible Samsung devices, including wearables like the Samsung Gear S3 and Gear Sport, and the new Galaxy S9 and S9+⁵. Samsung Pay works at almost all existing payment locations in Italy that accept credit or debit cards. It also expands the digital wallet experience by allowing customers to use membership cards and providing promotional coupons.

Aligned with Samsung's approach of building tailored products and services customized to meet the needs of users in each market, several value-added features will be available exclusively to consumers in Italy. These include discounts up to 20% on popular brands, including Daybreak Hotel, EF Education, Leroy Merlin and Moleskin.

¹ Available almost anywhere, subject to Samsung Pay's compatibility with MST and/or NFC payment terminals. Card readers on certain payment terminals could require a software update to become fully compatible with Samsung Pay.

² Samsung Pay reward program is available in the U.S., Korea, Singapore, Malaysia, Vietnam, Taiwan, Brazil and Spain.

³ Applicable card type varies depending upon issuer.

⁴ Iris authentication is available for Galaxy S9 and S9+, Galaxy Note8, Galaxy S8 and S8+

⁵ Other compatible devices include the Galaxy Note8, Galaxy S8 and S8+, Galaxy S7 and S7 Edge, Galaxy A8, Galaxy A5(2017), Galaxy A5(2016), and the Gear S3 and Gear Sport in Italy.

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 millions of 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. Samsung Pay is compatible with select cards and Samsung devices, and leading wireless providers. Please visit www.samsung.com/pay to learn more.

About Samsung Electronics Co., Ltd.

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI, foundry and LED solutions. For the latest news, please visit the Samsung Newsroom at <http://news.samsung.com>.