# Samsung Pay Continues Rapid Global Growth With Four Market Expansions

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Samsung Electronics today celebrates the continued growth and enthusiasm for Samsung Pay around the world by expanding in four markets over two days. Samsung Pay officially launches in Sweden and the United Arab Emirates (UAE), and enters early access in Hong Kong and Switzerland.

With these market expansions, Samsung Pay continues to both bring mobile payments to new regions of the world and expand to new markets in regions where the service is already available. Launches in the UAE and Sweden showcase Samsung Pay's first markets in the Middle East and the Nordics respectively, while Hong Kong and Switzerland demonstrate continued commitment and strength in Asia and Europe.

'Less than two years ago, Samsung Pay came to life in Korea with a simple mission: To empower customers with mobile payments that are simple, secure and available almost anywhere,' said Thomas Ko, VP and Global General Manager of Samsung Pay. 'Today, Samsung Pay is so much more. Our launches in different parts of the world demonstrate governments' and consumers' changing attitudes towards progressing to a cashless society. It is through the interest and support of our partners that we are able to answer their needs by offering Samsung Pay in these markets. We are incredibly proud of our rapid expansion and growth in such a short period of time, and look forward to bringing the most comprehensive digital wallet to all our users around the world.'

**Samsung Pay on the Galaxy S8, S8+ and Gear S3**

With the availability of the Galaxy S8 and S8+, users will be able to exclusively take advantage of several new features for an enhanced experience with Samsung Pay.

In addition to the existing authentication methods, Galaxy S8/S8+ users can make use of iris scanning as a new form of biometric authentication to access Samsung Pay, enabling a secure, yet more convenient way to pay.

To continue the evolution to a digital wallet, Samsung Pay continues to expand its availability beyond smartphones by introducing Samsung Pay on the Gear S3 in three additional markets. Beginning in April, Samsung Pay is newly supported on the Gear S3 in Russia, Sweden and the UAE, in addition to the US, Singapore and Australia, enabling an even more convenient way for users to pay with their smartwatches. Details on additional Gear S3 support elsewhere will be available soon.

**Attaining the Vision of a Digital Wallet**

Since the initial launch of Samsung Pay, Samsung has remained committed to the vision of building more than just a mobile payment solution through the introduction of value-added services tailored to local audience preferences.

Samsung Pay continues to enhance and add even more value-added services worldwide, bringing custom solutions and partnerships to users wherever they are.

With the latest launches, Samsung Pay now also integrates loyalty and membership cards in Sweden and the UAE, which can be added to users' mobile wallets without requiring physical cards. In Switzerland, pre-paid cards will also be supported, allowing users to pay from their preferred cards outside of the normal credit and debit options.

Value-added services continue to be a critical differentiator for Samsung Pay in the mobile payments market. More custom services for users around the world will be made available in respective markets shortly.

**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. Samsung Pay is now available in 14 markets, including South Korea, the United States, China, Spain, Singapore, Australia, Puerto Rico, Brazil, Russia, Thailand, Malaysia, India, Sweden and the UAE.

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