

worldpay

Samsung Pay

Start selling on the
world's most popular
smartphones

PAYMENT METHODS – ALTERNATIVE PAYMENTS



SAMSUNG
pay

Why choose Worldpay?

1

We understand the complexities and challenges within the global market

2

We understand consumer needs

3

We understand global and local payments



What is Samsung Pay?

Samsung's mobile wallet payment system lets consumers with compatible devices make eCommerce purchases quickly and securely with one-step biometric authentication. With over 100 million transactions in its first 12 months¹, Samsung Pay gives you access to millions of mobile users around the world.

Not only is Samsung Pay easy to set up and use, it means your consumers will be able to make instant in-app purchases with a single tap or click.²

What's more, Samsung's rewards programme is boosting consumer loyalty.³ Each purchase earns reward points that can be redeemed against Samsung products, vouchers, gift cards, and more.

Payment data is protected by Samsung Knox, a mobile security platform developed by Samsung. This tokenised and encrypted system is so powerful, it's even being used by governments to guard their data.⁴

Samsung is partnering with Visa and Mastercard so that Samsung Pay can be used as a payment method within Visa Checkout and Mastercard MasterPass wallet in 2018.

1. Samsung News <https://news.samsung.com/global/samsung-pay-marks-one-year-anniversary-with-nearly-100-million-transactions>

2. Fortune <http://fortune.com/2017/04/11/samsung-apple-market-share/>

3. Currently available in the US and Korea. Rewards programme will be made available in other markets soon

4. Samsung <http://www.samsung.com/uk/business/solutions-services/mobile-solutions/security/samsung-knox>



Samsung Pay allows consumers to purchase securely on Samsung smartphones and smartwatches with a simple tap.

To boost engagement with the service, the company introduced a rewards programme for users.⁴ One month later, the number of Samsung Pay transactions had doubled, while the number of daily users increased by 25%.⁵

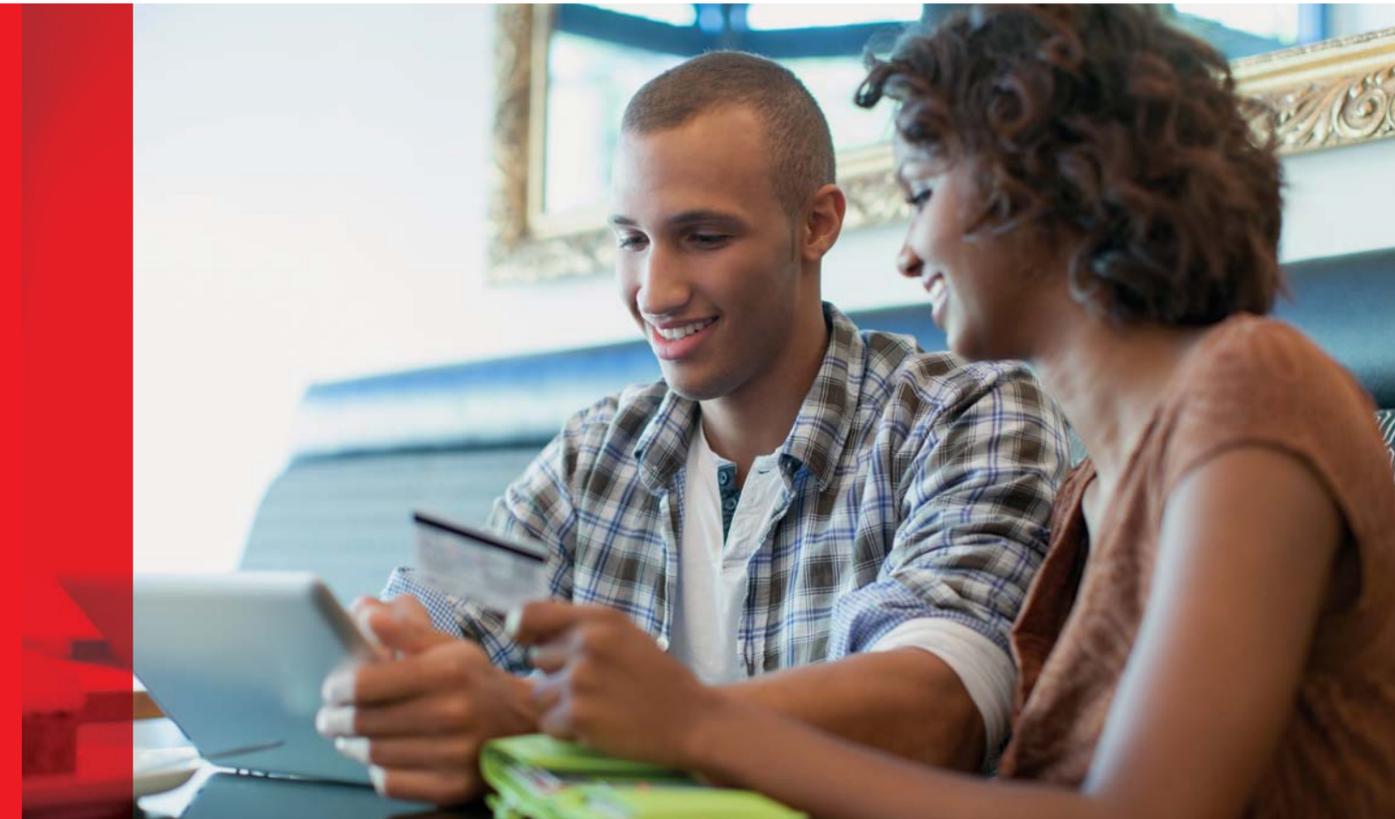
Samsung has built up a huge user base of loyal consumers – a growing market that's within easy reach if you adopt Samsung Pay.

Samsung Pay makes things simpler, quicker and more secure for consumers and merchants, resulting in higher conversion rates, more purchases and boosted revenues.

How Samsung Pay can help your business

Fast and secure ways of paying are what smartphone users want. According to the market intelligence company Zion Research, the global mobile wallet market was worth \$594 billion in 2016 and is projected to reach \$3,142.17 billion in 2022, with growth at around 32% each year.¹

The Korean technology giant Samsung is a key driver in this market. The company sold more smartphones than any other manufacturer in the first quarter of 2017.² With a 26.1% share of the smartphone market worldwide, eCommerce businesses can't afford to ignore Samsung and its mobile wallet service Samsung Pay.³



1. Mobile Wallet (NFC and Remote Payment) Market: Global Industry Perspective, Comprehensive Analysis and Forecast, 2014 – 2020. <https://globenewswire.com/news-release/2017/01/19/909307/0/en/Global-Mobile-Wallet-Market-will-reach-USD-3-142-17-billion-by-2022-Zion-Market-Research.html>

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4. Currently available in the US and Korea. Rewards programme will be made available in other markets soon.

5. According to Bank Innovation <http://bankinnovation.net/2017/05/key-to-mobile-wallet-adoption-rewards-samsung-pay-bets/>

How Samsung Pay works

The below shows the Samsung Pay flow with Worldpay's interaction.



Key benefits



No extra costs

With Samsung Pay, there are no additional fees for merchants or consumers, you'll only pay the standard fee.



Industry leading security

Samsung Pay is built on Knox, a mobile security platform developed by Samsung. When a payment is made, a unique token is sent in encrypted form rather than the consumer's credit or debit card details. The transaction is then authenticated using a PIN, fingerprint ID or even an iris scan.



Mobile friendly

Consumers can make purchases in-app on our mobile eligible devices.¹



Build loyalty

When your consumers buy with Samsung Pay, they'll earn points to spend on Samsung products.² By rewarding them, their loyalty to both Samsung and your brand will increase.



More conversions and higher revenue

By streamlining the purchasing process, Samsung Pay makes things simpler, quicker and more secure for consumers and merchants, resulting in higher conversion rates, more purchases and boosted revenues.



Express checkout

Consumers will only have to enter their credit or debit card details and their shipping address into Samsung Pay once. They will be able to make instant purchases by tapping 'express checkout' where Samsung Pay is offered.³

1. Online purchases from tablets and other devices will be made available at a later date.

2. Rewards programme currently available in the US and Korea. It will be made available in other markets soon.

3. Feature will be made available soon.

Contact Worldpay

Please visit worldpay.com/global/products/alternative-payments for more information.

WEC063 07.18

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