

Media release

Apple Pay now available to Viseca's customers

Offering an easy, secure, and private way to pay

Viseca Card Services SA, the Swiss specialist in cashless payment, is today bringing its customers Apple Pay, which is transforming payments by offering an easy, secure, and private way to pay. With Apple Pay on iPhone, Apple Watch, iPad, and Mac, customers can make fast and convenient purchases in stores, within apps, and on websites.

Zurich, 15 October 2019 – With the introduction of Apple Pay, Viseca is expanding its range of mobile payment solutions and responding to the increasing demand for innovative digital payment options. Apple Pay works with all Visa and Mastercard payment cards from Viseca and participating banks.

These cards include Viseca credit and debit cards. Now thanks to the Debit Mastercard® and Mastercard® Flex cards from Viseca it is also possible for the first time in Switzerland to use Apple Pay with a debit card. This allows payments with Apple Pay to be debited directly from the bank account.

Security and privacy are at the core of Apple Pay. When you use a credit or debit card with Apple Pay, the actual card numbers are not stored on the device or on Apple servers. Instead, a unique Device Account Number is assigned, encrypted, and securely stored in the Secure Element on your device. Each transaction is authorized with a one-time unique dynamic security code.

Roland Zwysig, Chief Marketing Officer of Viseca Card Services SA, says: *“With the introduction of Apple Pay we are expanding our range of mobile payment solutions. All Viseca customers of participating banks can now also use their iPhone or Apple Watch to pay easily and securely when out and about in stores all over the world as well as in online stores. We see our support for Apple Pay as a logical continuation of our digitization strategy, which is all about meeting the needs of our customers.”*

Apple Pay is easy to set up, and users will continue to receive all the rewards and benefits offered by credit and debit cards from Viseca Card Services SA.

With iPhone and Apple Watch, customers can pay with Apple Pay in stores, restaurants, taxis, vending machines, and many more places. When shopping within apps or on the web in Safari with Apple Pay, there is no need to manually fill out lengthy account forms or repeatedly type in shipping and billing information. Every Apple Pay purchase is authenticated with just a glance or a touch with Face ID or Touch ID, or with a device's passcode.

For more information on Apple Pay, visit:

www.apple.com/chde/apple-pay or www.apple.com/chfr/apple-pay

Aduno Group – the smart way to pay

The Aduno Group is a leading provider of products and services of cashless payment. This includes the issue of payment cards (issuing business of Viseca and Accarda) and the development of innovative finance management solutions (Contovista). The Aduno Group is wholly owned by the largest Swiss cantonal and retail banks (all the cantonal banks, Raiffeisen Group, Migros Bank, Bank Cler and a number of commercial and private banks).

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