



Be the first to experience Samsung Pay in Malaysia with Maybank

Contactless mobile payment service offers a digital wallet experience that is simple, secure and works almost anywhere

Kuala Lumpur, 9 December 2016 – Samsung Malaysia Electronics and Maybank today jointly announced the introduction of Samsung Pay in Malaysia beginning with an open beta service in Malaysia exclusively for Maybank cardholders. Secure and easy to use, Samsung Pay is the most widely accepted contactless mobile payment service that can be used to make purchases almost anywhere that accepts debit, credit and prepaid cards.

The Samsung Pay open beta service will be available to users with Maybank Visa debit, credit or prepaid cards and will be compatible with Samsung smartphones¹. Maybank cardholders will enjoy exclusive access to Samsung Pay during the three-week open beta test from December 9 – 31, 2016.

Introduction of the mobile payment service is in response to consumer demands in Malaysia where 89 percent of Samsung Galaxy smartphone users expressed interest in using Samsung Pay once it becomes available. This was based on a report² commissioned earlier this year by Samsung Malaysia Electronics, in which 200 Malaysian consumers were surveyed about their interest in Samsung Pay.

“We are excited to offer a preview of Samsung Pay to Maybank customers in Malaysia ahead of its nationwide launch,” said Mr. Lee Jui Siang, Vice President of Mobile and IT Business Unit, Samsung Malaysia Electronics. “We have seen strong consumer interest and readiness to adopt mobile payments in Malaysia and with Samsung Pay’s security, ease of use and wide availability, we are confident the service provides a truly seamless mobile payment experience that can make users’ everyday lives more convenient.”

Maybank Group Chief Strategy Officer, Michael Foong, said the opportunity for Maybank cardholders to enjoy this exclusive experience during the beta test period is yet another reflection of the value the bank offers its customers. “As a leader in the cards and digital banking business, we have always been at the forefront of leveraging technology to ensure that our customers enjoy greater convenience and efficiency when undertaking cashless payments. As mobile telecommunications and banking converges even more, Maybank will continue to develop innovative solutions for its customers in line with its objective of becoming a digital bank of choice in the region,” said Foong.

More Than a Payment Service

A secure and easy-to-use mobile payment service, Samsung Pay can be used to make purchases almost anywhere credit, debit and prepaid cards are accepted.³

¹ Samsung Galaxy S7 and S7 edge, S6 edge+, Note5, Galaxy A5 (2016) and A7 (2016).

² Based on research study by third-party entity in June 2016, commissioned by Samsung Malaysia Electronics

³ 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 select Samsung Galaxy smartphones only, and available across all participating payment networks, banks and merchants. Availability may vary at launch, please check for updates.

- **Simple:** To make a payment on Samsung Pay, users can simply swipe up on their eligible Galaxy smartphone, scan their fingerprint and pay.
- **Secure:** Samsung Pay uses three levels of security to enable secure payments – fingerprint authentication, tokenization and Samsung KNOX, Samsung's defense-grade mobile security platform.
- **Almost Anywhere**³: Samsung Pay is compatible with the majority of existing and new terminals, allowing users to pay almost anywhere you can swipe or tap your card.

The open beta is currently open exclusively to owners of Maybank Visa credit, debit or prepaid cards and a Samsung Galaxy S7, Galaxy S7 edge, Galaxy Note5, Galaxy S6 edge+, Galaxy A7 (2016) or Galaxy A5 (2016).

Eligible participants can register their interest at www.samsung.com/my/samsungpayobt.

For more information, please visit www.samsung.com/my/samsungpay.

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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 Maybank

Maybank is among Asia's leading banking groups and South East Asia's fourth largest bank by assets. The Maybank Group has an international network of 2,400 offices in 20 countries namely Malaysia, Singapore, Indonesia, Philippines, Brunei Darussalam, Vietnam, Cambodia, Thailand, Hong Kong SAR & People's Republic of China, Bahrain, Uzbekistan, Myanmar, Laos, Pakistan, India, Saudi Arabia, Mauritius, Great Britain and the United States of America. The Group offers an extensive range of products and services, which includes consumer and corporate banking, investment banking, Islamic banking, stock broking, insurance and takaful and asset management. It has over 44,000 employees worldwide. (www.maybank.com)

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/global.