

Samsung and Citi Launch Exclusive Partnership to Elevate Mobile Payment Offerings

In a first for both parties, Samsung and Citi team up to introduce Citi's Pay with Points capability on Samsung Pay for customers in Southeast Asia and Oceania



12 April 2018 – Samsung Electronics and Citi today announced an exclusive strategic partnership to launch Citi Pay with Points on Samsung Pay for customers in Southeast Asia and Oceania.

The regional-led Samsung and Citi partnership is a global first, with the new value-added service tapping into open APIs to provide Citi customers with immediate visibility and better usage of their points and miles on Samsung Pay.

First to launch in Singapore today, Citi Pay with Points on Samsung Pay will be rolled out in other markets in the Southeast Asia and Oceania region in coming year.

With the new capability, Citi customers in Singapore who are Samsung Pay users can:

- View and refresh their miles or points balances in-app and in real-time
- Use their points and miles for instant redemptions on transactions made via the mobile wallet using eligible Citibank credit cards

Samsung Pay users with compatible Citi Pay with Points credit cards will be auto-prompted on the app on transactions that qualify for instant redemptions. The entire utility is built within the mobile wallet and provides for instant redemptions with the simple tap of a button.

“Samsung is delighted to partner with Citibank to roll-out Citi Pay with Points redemption within Samsung Pay in the region,” said Eugene Goh, Vice President, Southeast Asia & Oceania Telecommunications Office,



Samsung Electronics. "At Samsung, we are committed to introducing value-added services that drive and lead innovation in mobile commerce, where we have rolled out Samsung Rewards, and now Citi Pay with Points. Our partnership with Citibank is testament to our commitment, as well as towards providing consumers in the region a safe, smarter and better mobile wallet."

"The rapid adoption of smartphones has transformed the way customers transact. Through this partnership with Samsung, we are bringing the full value of the card to the mobile wallet for greater ease, convenience and relevance. We partnered with Samsung to launch Samsung Pay in 10 markets in Asia over 2016 and 2017 and we are excited to be expanding its capabilities to offer our customers a differentiated experience," said Sergio Zanatti, Head of Cards & Unsecured Loans for Citi in Asia Pacific.

Launched in March 2017, Citi's Pay with Points program is live in seven markets in Asia Pacific. Since its launch, the program continues to see an uptrend in take up with increased response rates of up to 10 times over traditional marketing campaigns. The introduction of Citi's Pay with Points on Samsung Pay is the next step in the development of the program.

Appendix

More Than a Payment Service

A secure and easy-to-use mobile payment service, Samsung Pay can be used to make purchases almost anywhere² that credit and debit cards⁶ are accepted.

- **SIMPLE:** With Samsung Pay, every transaction is made super easy. You simply need to swipe up to bring up the last transacted credit or debit card, scan your iris¹ or scan your fingerprint or key in your PIN and make payment.
- **SECURE:** With each separate transaction, Samsung Pay uses an encrypted digital token to replace sensitive card information to prevent fraud. Your payment information is better protected than ever before. Transactions made on Samsung Pay require registered fingerprint or iris scan¹ or PIN for authorisation, so you are in control when each payment is made. The encrypted fingerprint and iris scan¹ information are stored in a separate, secure area of your device. Samsung's industry-leading defence grade Knox security platform, which received the most "Strong" ratings of any mobile security platform for Corporate Managed Security³, provides real-time kernel protection and monitors malicious software and activities on your device for added security.
- **ALMOST ANYWHERE²:** Samsung Pay is accepted almost anywhere² you can swipe or tap your credit or debit card⁶. By incorporating Samsung's proprietary MST (Magnetic Secure Transmission) technology, together with NFC (Near Field Communication), Samsung Pay is compatible with the majority of existing and new payment terminals, allowing users to pay with their compatible Samsung smartphone almost anywhere. Thanks to MST, Singapore users can also use Samsung Pay for transactions up to their individual cards' limit.

Samsung is committed to enhancing the benefits of Samsung Pay for consumers, towards providing beyond the offerings of traditional cards and other mobile wallets. Since the launch of Samsung Pay in Singapore in June 2016, the mobile payment service has grown from strength to strength, including various enhancements to broaden the horizon of its offerings:

- **Samsung Rewards**
Samsung Rewards is a tiered loyalty program specially curated for Samsung Pay users, where consumers can earn points from their transactions, which can then be redeemed for additional rewards in the form of gift vouchers from participating merchants or used to participate in the in-app games such as Spin-the-Wheel or Flip-a-Card for additional instant wins. Consisting of three loyalty tiers – Gold, Silver and Bronze – users can level up across the tiers after meeting a target number of transactions. With each level up achieved in the Samsung Rewards program, users can get to earn more points per transaction, reaping additional rewards in return.
- **Loyalty Cards**
Almost any brand loyalty cards⁶ that uses a barcode can be stored within Samsung Pay, eliminating the need to physically carry multiple cards for redeeming benefits or accumulating loyalty points. Thanks to Samsung's partnership with Mobeam, Samsung smartphones⁴ can store barcode information within the device, allowing barcode scanners to scan the screens instead.



- **EZ-Link Support**

Users who are using EZ-Link NFC SIM cards will be able to pair their EZ-Link-enabled SIM⁵ card to Samsung Pay, allowing them to make retail and transit payments via EZ-Link without the need of the physical card. Samsung Pay users can also use their EZ-Link Link FEVO Prepaid cards on Samsung Pay for their mobile payments.

About Citi

Citi, the leading global bank, has approximately 200 million customer accounts and does business in more than 160 countries and jurisdictions. Citi provides consumers, corporations, governments and institutions with a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, securities brokerage, transaction services, and wealth management.

Additional information may be found at www.citigroup.com | Twitter: @Citi | YouTube: www.youtube.com/citi | Blog: <http://blog.citigroup.com> | Facebook: www.facebook.com/citi | LinkedIn: www.linkedin.com/company/citi

About Samsung Pay

Samsung Pay, a mobile payment service from Samsung Electronics, is simple, safe and available almost anywhere² you can swipe or tap your card⁶. 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 card⁷ 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 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>.

¹ Do not use with infants, please consult a doctor before use if you have epileptic or other medical conditions. Iris Scanner may be unable to read your iris where view of your iris is impaired or the appearance of your iris changes, including when you are wearing glasses or coloured contact lenses.

² Availability almost anywhere is 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 selected Samsung Galaxy smartphones and smartwatches only, and available across all participating payment networks, banks, and merchants. Availability may vary, please check www.samsung.com/sg/samsungpay for updates.

³ Samsung Knox received the most 'Strong' ratings of any mobile security platform in the report "Mobile Device Security: A Comparison of Platforms" from Gartner, Inc. The report, published on April 6, 2016, compared the core of security features built into twelve mobile device platforms as well as enterprise management capabilities. Source of data: <https://news.samsung.com/global/samsung-knox-receives-most-strong-ratings-of-anysecurity-platform-in-gartner-report-mobile-device-security-a-comparison-of-platforms>.

⁴ Compatible with Samsung Galaxy S9/S9+, Galaxy S8/S8+, Galaxy S7/S7 edge, Galaxy S6 edge, Galaxy Note8 and Galaxy Note5.

⁵ Compatible with Samsung Galaxy S9/S9+, Galaxy S8/S8+, Galaxy S7/S7 edge, Galaxy S6 edge, Galaxy Note8, Galaxy Note5, Galaxy J7 Pro, Galaxy A8/A8+, Galaxy A9 Pro, Galaxy A7 (2016/2017), Galaxy A5 (2016/2017), Gear S3 and Gear Sport.

⁶ Samsung Pay is compatible with selected debit/credit cards. Visit <http://www.samsung.com/sg/samsungpay/> to learn more.

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