



Samsung Pay Announces Collaboration with Citi to Expand Mobile Payments in Asia Pacific

Singapore and Australia will be first countries to access Samsung Pay through Citi partnership

SEOUL, Korea– June 16, 2016 – Samsung Electronics Co., Ltd. and Citi today announced they are extending their global partnership to deliver Samsung Pay within the Asia Pacific region, specifically in Singapore and Australia. Simple, safe and available almost anywhere you can swipe or tap a card, Samsung Pay enables consumers to use their eligible Samsung devices to make every day in-store purchases at payment terminals using NFC or its proprietary technology, MST (Magnetic Secure Transmission)*.

Australia and Singapore Credit Cardmembers of Citibank, Citi's global consumer banking business, will have the option to make payments across Australia and Singapore using their compatible Samsung mobile phones. The partnership marks a new addition to Samsung Pay's extensive portfolio of major payment networks and banks, to provide greater flexibility, access and choice for customers in Australia and Singapore. Additional markets will be added to the network in the coming months. Citi Korea launched Samsung Pay in August 2015 and the service was launched by Citi in the U.S. in November 2015.

"We're seeing significant global growth for Samsung Pay, and view our expanded partnership with Citi as a key to that continued momentum. With Citi, we're extending Samsung Pay's reach into Southeast Asia, giving cardholders an easier and safer mobile payment experience," said Injong Rhee, CTO and EVP of Software and Services, Mobile Communications Business at Samsung Electronics.

"We are delighted to work with Samsung Electronics to offer our credit card customers a faster and easier way of making payments using Samsung Pay. Our value propositions are already best in each category and through this partnership, we bring added convenience to our credit card customers who can now simply use their mobile phones to tap and pay for their purchases. At Citi, we continue to prioritize our efforts to make banking easier for our customers by leveraging digitization and innovation. Samsung Pay is one of the many exciting digital solutions that we are progressively introducing to our customers to offer them a differentiated experience that only a Citibank credit card customer can get to enjoy" said Sergio Zanatti, Head of Cards & Unsecured Loans for Citi in Asia Pacific.

Samsung Pay continues to grow its partnership ecosystem with partners like Citi, to provide consumers with a mobile payment solution that is simple, safe and widely accessible. Samsung Pay can be used to make purchases nearly everywhere cards are accepted.

- **SIMPLE:** To make a payment on Samsung Pay, users can simply swipe up, scan their fingerprint and pay.
- **SAFE:** Samsung Pay uses three levels of security to enable secure payments – Fingerprint Authentication, tokenization and Samsung KNOX.
- **ALMOST ANYWHERE**:** 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.

About Samsung Pay

Samsung Pay, a mobile payment service from Samsung Electronics, is simple, safe and works almost anywhere you can swipe or tap your card. Combining NFC with Samsung's proprietary MST technologies, Samsung Pay provides consumers a way to pay almost anywhere you can swipe or tap a card at millions of 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 compatible with select cards and Samsung devices, and leading wireless providers. Visit www.samsung.com/pay to learn more.

**Availability may vary by country and region.*

*** Some card reader terminals may require software updates to be compatible with Samsung Pay.*

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.

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.

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