



Samsung Launches Samsung Pay Transportation Card Service in Korea

Easy-to-use payments for all methods of transportation, including buses, metro and taxis

SEOUL, Korea – December 8, 2015 –Samsung Electronics Co., Ltd. announced the launch of the Samsung Pay Transportation Card Service, which provides Samsung Pay users with a more convenient way to use transportation in Korea. The service is available beginning Dec. 8.

The Samsung Pay Transportation Card Service essentially brings both the T-Money and Cashbee transportation payment methods into one easy-to-use mobile payment service for all your transportation payment needs. Customers with pre-registered transportation cards will be granted immediate use by simply activating the import function. Once registered, the Samsung Pay Transportation Card can be used for all methods of transportation, including buses, metro, and taxis without the hassle of using different transportation applications or cards.

Once the transportation cards are registered within the Samsung Pay application, users can pay transportation fares by tapping their smartphones against the transportation card readers. The transportation cards can be recharged through credit or debit cards that have already been registered within the Samsung Pay application.

Mobile T-Money can be recharged with both Samsung and KB Kookmin cards, while mobile Cashbee transportation cards can be recharged with Lotte cards. Samsung plans to expand partnerships with additional credit card companies in the coming months.

By offering a comprehensive offline and online payment service, membership service, and transportation card service, Samsung Pay is taking consumers one step closer to a world without wallets.

Since launching in August in Korea, Samsung Pay has already reached KRW 250 billion in accumulated transaction volume and over 10 million in accumulated number of transactions.

“Samsung Pay’s Transportation Card Service provides our customers with a much more convenient and diverse mobile payment experience. We plan to extend our partnerships so that we can move even closer to a world where we can easily and safely make payments without having to carry around a wallet.” said a Samsung official.

T-Money and Cashbee will be celebrating the launch of Samsung Pay Transportation Card Service by offering promotions that include cashback and recharge fee waivers. For more details, please go to the event page of your Samsung Pay application or the T-money (www.t-money.co.kr), or Cashbee (www.cashbee.co.kr) websites.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies that redefine the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. We are also leading in the Internet of Things space with the open platform SmartThings, our broad range of smart devices, and through proactive cross-industry collaboration. We employ 319,000 people across 84 countries with annual sales of US \$196 billion. To discover more, and for the latest news, feature articles and press material, please visit the Samsung Newsroom at news.samsung.com.

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