



Samsung Pay teams up with Alipay to expand mobile payments in China

Samsung Pay China users now can make payments with an Alipay account

SEOUL, Korea – May 20, 2016 – Samsung Electronics Co., Ltd. today announced the partnership with Ant Financial Services Group, parent company of Alipay, to expand Samsung Pay in China. A simple, safe and easy-to-use mobile payment service, Samsung Pay works virtually anywhere you can swipe or tap a card. Users will now be able to use their Alipay account on eligible Samsung mobile phones with Samsung Pay.

"We are excited to be working with Alipay to expand Samsung Pay services in China," said Injong Rhee, EVP and Head of R&D, Software and Services of Mobile Communications Business at Samsung Electronics. "The reception of Samsung Pay since its launch has been extremely positive and the service has already seen tremendous success in terms of availability and adoption by consumers. We ultimately want to make Samsung Pay available to as many consumers as possible around the globe, so that everyone can have the opportunity to enjoy the simplicity, safety and convenience of this mobile payment solution"

Fan Zhiming, President of Payment Business Unit at Ant Financial, said, "Alipay covers the vast majority of online payment use cases. At the same time, it also developed a variety of offline use cases, including restaurants, supermarkets, convenience stores, taxis, hospitals and public services. The technology integration facilitated by this partnership with Samsung Electronics will make the payment process faster and more convenient when users make payments at stores where Alipay is accepted."

After registering your Alipay account into Samsung Pay, users simply can begin paying with their mobile phones by swiping up from the Lock Screen, Home Screen or Sleep Mode, selecting the Alipay QR code, and holding the smartphone up to the merchant's scanner to scan the QR code at the register.

Samsung Pay and Alipay are committed to bringing ground breaking fin-tech innovations to China to deliver on the promise of a true digital wallet. Alipay is the leading third-party payment platform in China and has achieved rapid growth with its large user base. Samsung Pay continues to strategically expand its partnership ecosystem, with partners like Alipay, to provide consumers with a simple, safe and almost anywhere mobile payment solution in China with unparalleled access, choice and flexibility.

Samsung Pay is currently available on the Samsung Galaxy S7, Galaxy S7 edge, Galaxy S6 edge+, Galaxy Note5, Galaxy A5(2016), Galaxy A7(2016), Galaxy A9(2016) and Galaxy A9 Pro in China with the opportunity to support additional models in the future.*

**Availability may vary by country and region.*

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.

*** 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 Alipay

Launched in 2004, Alipay is the world's leading third-party payment platform. It currently has over 450 million active registered users and more than 200 financial institution partners. Users can hail a taxi, book a hotel, or buy movie tickets directly from various modules within the app and purchase wealth management products such as Yu'e Bao. In addition to online payment functions such as online shopping payments, money transfer, and utility bill payments, Alipay is expanding to offline payments both inside and outside of China. Over 600,000 brick-and-mortar merchants and over one million taxis now accept Alipay as a payment method across China. As of December 2015, Alipay was accepted in more than 60,000 retail stores outside of China.

About Ant Financial Services Group

Ant Financial Services Group is focused on serving small and micro enterprises as well as consumers. Ant Financial is dedicated to building an open ecosystem of Internet thinking and technologies while working with other financial institutions to support the future financial needs of society. Businesses operated by Ant Financial Services Group include Alipay, Ant Fortune, Sesame Credit, MYbank and Ant Financial Cloud.