



Samsung Pay Reaches One Year Anniversary in the United States

*Samsung Pay Adds Support for Coupons and Restore Function
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80% of U.S. debit and credit card market*

NEW YORK – September 27, 2016 – [Samsung Pay](#)—the most widely accepted mobile payment system—celebrates its first anniversary in the U.S., building on the digital wallet’s record of success. In just one year, Samsung Pay has driven innovation, adding features like support for membership and gift cards and coupons, allowing users to slim down their wallets. Samsung Pay now supports over 500 banks and credit unions, representing over 80 percent of the debit and credit card market in the U.S. Samsung Pay also now offers new features including an in-app coupon service to search, store and redeem coupons, as well as a new cloud storage feature to restore membership, gift and Samsung Reward cards whenever they sign into a new device.

“Since its launch a year ago, Samsung Pay has redefined what consumers can expect from a digital wallet,” said [Nana Murugesan](#), VP/GM of Service and New Business at Samsung Electronics America. “Samsung Pay has led the way for mobile payments in the U.S. by providing our customers innovative services they can use almost anywhere they shop. Our impressive growth shows that we are closer than ever to a world without wallets. We are excited to roll out more services and features that will allow the user experience and build enthusiasm for a safer, smarter and better digital wallet.”

Driving Toward a Full Digital Wallet Experience

Samsung Pay continues to add features and services to make it a holistic digital wallet that extends beyond debit and credit cards. In partnership with [Quotient Technology Inc.](#) [NYSE: QUOT] formerly Coupons.com Incorporated, a leading digital promotions platform, Samsung Pay offers users the ability to search, save and redeem coupons at select retailers directly within the app.

At any time, users can upload a membership or loyalty card from select retailers within Quotient’s partner network; including many of their favorite grocery, drug, dollar and other retailers. Users then view hundreds of offers and save the coupons they’d like to use, and, because the coupons are linked to a membership account, the savings will automatically be applied when they check-out with Samsung Pay.

With Samsung Pay, users can redeem gift cards from hundreds of the nation’s largest retailers, as well as earn rewards through merchants’ [membership programs](#). As part of today’s feature announcement, Samsung Pay now also offers users with a convenient cloud storage feature to restore membership, gift, and Samsung Reward cards whenever they sign into a new device.

Growing Partnership Ecosystem

When Samsung Pay launched in the U.S. a year ago, it supported cards from four banks. Today, Samsung Pay works with over 500 banks nationwide covering over 80 percent of all debit and credit cards in the U.S. Samsung Pay continues to add banking and merchant partners in order to bring the simple, secure digital wallet experience to more customers across the country.*

Celebrating Samsung Pay's First Birthday

To mark its one-year anniversary, Samsung Pay is offering users over \$100,000 in prizes on 9/28. As part of the celebration, 365 lucky winners will receive a Gear S2, which now works with Samsung Pay. Currently in beta, Samsung Pay on Gear S2 works using Near Field Communication (NFC) technology allowing users to make a payment at any NFC terminal. Full entry details and rules can be found here: <http://samsungpaybirthday.dja.com>.

More Than a Payment Service

Samsung Pay, a secure and easy-to-use mobile payment service, can be used to make purchases nearly everywhere cards are accepted.

- **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 or iris-scanning authentication, tokenization and Samsung Knox, Samsung's defense-grade mobile security platform.
- **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.

Samsung Pay is currently available on select Galaxy devices including the Galaxy S7 and Galaxy S7 edge, Galaxy S7 active, Galaxy S6 edge+, Galaxy S6 edge, Galaxy S6, Galaxy S6 active, Galaxy Note7 and Galaxy Note5.

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 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.

About Samsung Electronics America, Inc.

Headquartered in Ridgefield Park, N.J., Samsung Electronics America, Inc. (SEA) is a recognized innovative leader in consumer electronics, mobile devices and enterprise solutions. A wholly owned subsidiary of Samsung Electronics Co. Ltd., SEA is pushing beyond the limits of today's technology and providing consumers and organizations with a portfolio of groundbreaking products in appliances, home entertainment, Internet of Things, mobile computing, smartphones, virtual reality, wireless infrastructure and wearables, in addition to offering leading content and services related to mobile payments, 360-degree VR video, customer support and more. Samsung is a pioneering leader in smartphones and HDTVs in the U.S. and one of America's fastest growing home appliance brands. To discover more about Samsung, please visit www.samsung.com. For the latest Samsung news, please visit news.samsung.com/us and follow us [@SamsungNewsUS](https://twitter.com/SamsungNewsUS).

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