

Press Release

Apple Pay coming to Cornèr Europe customers in Italy Offering an easy, secure and private way to pay

Vaduz, February 18, 2020: Cornèr Europe, issuer of credit and prepaid cards in Europe, brings its customers in Italy, Apple Pay, which is transforming payments with an easy, secure and private way to pay. With Apple Pay on iPhone, Apple Watch, iPad and Mac, customers can make fast and convenient purchases in stores, in apps and on websites.

Whether in a restaurant, at the newsstand or in a hotel: Apple Pay is becoming increasingly popular as more and more customers are interested in the benefits of making fast and secure cashless payments. Cornèr Europe today provides its customers in Italy with an additional innovative and trendsetting service, giving them the possibility to purchase goods and services conveniently with Face ID, Touch ID or a device's passcode.

Security and privacy are at the core of Apple Pay. When you use a credit or prepaid card with Apple Pay, the actual card numbers are not stored on the device, nor on Apple servers. Instead, a unique Device Account Number is assigned, encrypted and securely stored in the Secure Element on your device. Each transaction is authorized with a one-time unique dynamic security code.

«We are excited to extend this extraordinary service to our customers in Italy. Apple Pay is an easy and secure payment solution that facilitates everyday life. Being able to use the card they already have, Apple Pay offers fantastic extra added value», says Jennifer Bleth, Chief Executive Officer of Cornèr Europe.

Apple Pay is easy to set up, users will continue to receive all of the rewards and benefits offered by Cornèr Europe's credit and prepaid cards.

With iPhone and Apple Watch, customers can pay with Apple Pay in stores, restaurants, taxis, vending machines and many more places. When shopping in apps or on the web in Safari with Apple Pay, there is no need to manually fill out lengthy account forms or repeatedly type in shipping and billing information. Every Apple Pay purchase is authenticated with just a glance or a touch with Face ID or Touch ID, or a device's passcode.

For more information on Apple Pay, visit: apple.com/it/apple-pay



About Cornèr Europe / Cornèr Bank Ltd. / Cornèrcard

Cornèr Europe AG with its registered office in Vaduz (Liechtenstein) is part of Cornèr Bank Group. It provides financial intermediaries, asset managers, and family officers with high quality, personalized solutions in the area of payment cards. **Cornèr Bank**, which was founded in Lugano in 1952, is a private and independent Swiss bank that offers its clients the whole range of traditional banking services. In addition to the areas of private banking and lending, it has also especially established itself on the Swiss market with the Visa, Mastercard, and Diners Club payment cards (**Cornèrcard**) as well as in the field of online trading (**Cornèrtrader**). In 1975, Cornèr Bank was the first Swiss bank to launch the Visa credit card and thanks to its continuous achievements in innovation, it has played a key role in shaping the Swiss credit card landscape. Cornèrcard has further expanded its presence in the payment card industry with the acquisition of the Diners Club license for Switzerland in 2014. Recognized in 2018 by "The Banker" for the fourth time in succession as **Switzerland's most stable bank** with respect to financial soundness, Cornèr Bank continues to affirm the effectiveness of its business policy, including its equity base.

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