

## **Resurs Bank offers Apple Pay to all Nordic customers - A simpler, more secure and private way to pay with iPhone and Apple Watch**

**Apple Pay is now available to all Resurs Bank customers in the Nordics, providing a simpler, more secure and private way to pay — and uses the latest technology to protect every transaction.**

From today, Resurs Bank customers with a Mastercard can add their credit cards to Apple Pay. Apple Pay enables fast, simple and secure payments in stores, in apps and online. Resurs is pleased to take another deliberate step towards a more digital focused customer journey. Apple Pay has been one of the most requested functions among both retailers and private customers, particularly in the last 12 months.

“We are delighted that with Apple Pay we can now offer our customers a much anticipated service. We also consider the launch of Apple Pay as another step towards an even broader range of digital services that reinforce a positive customer experience. This development harmonizes with our app in which we have recently launched a number of new functions for our digital customer interface for which we have noted a very strong trend in the number of downloads,” says Anna Nauclèr, CCO Nordic Payment Solutions, Resurs Bank.

Together with Apple Pay, Resurs makes everyday life simpler for consumers by offering the only wallet they need, providing a frictionless and secure way to pay.

Customers simply hold their iPhone or Apple Watch near a payment terminal to make a contactless payment. Authentication with Face ID, Touch ID, or device passcode make sure that every Apple Pay purchase is secure.

Customers can also use Apple Pay on iPhone, iPad, and Mac to make faster and more convenient purchases in apps or on the web in Safari without having to create accounts or repeatedly type in shipping and billing information. Apple Pay makes it easier to pay for food and grocery deliveries, online shopping, transportation, and parking, among other things.

Security and integrity are fundamental for Apple Pay. When customers use a credit or debit 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, designed to store the payment information safely on the device.

Apple Pay is easy to set up. On iPhone, simply open the Wallet app, tap +, and follow the steps to add[organization’s]credit or debit cards. Once a customer adds a card to iPhone, Apple Watch, iPad, and Mac, they can start using Apple Pay on that device right away. Customers will continue to receive all of the rewards and benefits offered by Resurs cards.

For more information on Apple Pay, visit: <http://www.apple.com/apple-pay/>

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### **ABOUT RESURS BANK**

Resurs is a Nordic niche bank that offers leading payment and financing solutions for the retail industry and its customers. We help companies and private individuals with lending, saving and payments. With more than 40 years of experience in the retail sector, we make shopping online and in stores quick, easy and secure. We focus on the customer experience and make good things happen and the hard feel easier. Resurs have a customer base about 6 million private customers.