

MasterCard Will Bring Apple Pay to Customers in Hong Kong

Plans to Offer the Easy, Secure & Private Way to Pay

HONG KONG, June 14, 2016 – [MasterCard](#) today announced it will bring its Hong Kong customers and card holders Apple Pay, which transforms mobile payments with an easy, secure and private way to pay that's fast and convenient.

MasterCard is working with major card issuing institutions, including BOC Credit Card (International) Limited, DBS Bank, Hang Seng Bank, HSBC, Standard Chartered and The Bank of East Asia, to enable their customers to use their MasterCard credit cards with Apple Pay.

A recent MasterCard survey indicated that Hong Kong consumers are embracing mobile payment technologies. Nearly three-quarters of local shoppers (74 percent) are likely to use digital wallets with their mobile phones in the next year.

“Based on our latest research, Hong Kong consumers have shown an appetite for mobile shopping and it is encouraging to see members of the general public embrace new payment technologies,” said Hiang Choong, division president, Hong Kong, Macau & Taiwan, MasterCard. “MasterCard is committed to enabling a seamless, faster and safer shopping experience for consumers. With Apple Pay, local shoppers’ expectations for safety, speed and convenience can all be addressed.”

Security and privacy is at the core of Apple Pay. When you use a credit 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.

Apple Pay is easy to set up and users will continue to receive all of the rewards and benefits offered by credit cards. In participating stores, Apple Pay works with iPhone 6s, iPhone 6s Plus, iPhone 6, iPhone 6 Plus, iPhone SE and Apple Watch.

Online shopping in apps accepting Apple Pay is simple, without needing to repeatedly fill out lengthy account forms or type in shipping and billing information. When paying for goods and services within apps, Apple Pay is compatible with iPhone 6s, iPhone 6s Plus, iPhone 6, iPhone 6 Plus, iPhone SE, iPad Air 2, iPad mini 3, iPad mini 4 and iPad Pro.

For more information on Apple Pay, visit: www.apple.com/hk/en/apple-pay/

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About MasterCard

MasterCard (NYSE: MA), www.mastercard.com, is a technology company in the global payments industry. We operate the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. MasterCard products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter [@MasterCardAP](#) and [@MasterCardNews](#).

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