

**PRESS RELEASE**

*A safer, more secure and private way to pay with iPhone and Apple Watch*

**Banca Intesa Brings Apple Pay to Mastercard cards users**

**Beograd, 22.04.2021.** – Banca Intesa today brings its Mastercard cards users Apple Pay, a safer, more secure and private way to pay that helps customers avoid handing their payment card to someone else, touching physical buttons or exchanging cash — and uses the power of iPhone to protect every transaction.

Customers simply hold their iPhone or Apple Watch near a payment terminal to make a contactless payment. Every Apple Pay purchase is secure because it is authenticated with Face ID, Touch ID, or device passcode, as well as a one-time unique dynamic security code. Apple Pay is accepted in grocery stores, pharmacies, taxis, restaurants, coffee shops, retail stores, and many more places.

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. Apple Pay can also be used to make payments in apps on Apple Watch. Security and privacy are at the core of 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, an industry-standard, certified chip designed to store the payment information safely on the device.

*"Modern and dynamic lifestyle, supported by modern technological solutions, has contributed to the creation of new habits and expectations of clients who want to finish their jobs quickly, easily and safely. We are pleased to keep up with their sophisticated requirements by enriching our Apple Pay offer with a contactless payment service for all Banca Intesa Mastercard card users. As a market leader and a member of Intesa Sanpaolo Group, we are constantly working to introduce new services and improve the overall user experience, anticipating the needs of our clients in changing market circumstances, especially during the pandemic period.",* **said Darko Popovic, a member of the Executive Board of Banca Intesa.**

*"Flawless user experience, security and multifunctionality are the characteristics that determine modern consumers to use specific payment solutions, and mobile contactless payments successfully respond to all these needs. The fact that as of today it is possible to pay with Banca Intesa Mastercard cards within the popular Apple Pay mobile wallet is another proof that the Serbian market is successfully keeping pace*




*with modern technologies. I am very glad that Banca Intesa, the bank with which we premiered Mastercard contactless technology on the market back in 2008, has now gone a step further in digital innovation and I am sure that we will introduce modern solutions tailored to the end user in the future, " said Jelena Ristic, market director for Serbia, Montenegro and Bosnia and Herzegovina at Mastercard*

Apple Pay is easy to set up. On iPhone, simply open the Wallet app, tap +, and follow the steps to add Banca Intesa'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 Banca Intesa cards.

For more information on Apple Pay, visit:

For more information on Banca Intesa, please visit our web site: [www.bancaintesa.rs](http://www.bancaintesa.rs)

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**Banca Intesa ad Beograd**, a member of **INTESA**  **SNPAOLO**, is the leading bank in the domestic market, a reliable partner of 1.36 million clients, natural persons and legal entities. With a net balance sum of EUR 6.1 billion, EUR 4.4 billion in total deposits and EUR 3.6 billion in total loans, Banca Intesa is at the helm of the list of the most successful banks in Serbia. Owing to a unique combination of digitalization and a developed network of 154 branch offices across Serbia, as well as its constant commitment to the needs of households and the economy, innovative products and top-quality service, the bank is recording stable results in all segments of operation.