

Media release

Viseca makes mobile payment possible with Samsung Pay

Viseca Card Services SA, the Swiss specialist in cashless payment, is introducing Samsung Pay. From now on, Viseca cardholders can use Samsung Pay to make payments – securely and quickly, wherever contactless payment is possible and in numerous online shops.

Zurich, 18 June 2019 – By introducing Samsung Pay, Viseca is expanding its range of mobile payment solutions and responding to the growing demand for innovative payment options. In addition to Samsung Pay, Viseca cardholders can also pay with Fitbit Pay, Garmin Pay, SwatchPAY! and Viseca's proprietary one Mobile Pay. Thanks to Debit Mastercard® and Mastercard® Flex from Viseca, it is now also possible – for the first time in Switzerland – to use Samsung Pay with a debit card. This means that all payments customers make with Samsung Pay are debited directly to their bank accounts.

Roland Zwyssig, Chief Marketing Officer of Viseca Card Services SA, says: *“With the advent of smartphones and wearables and the growth of online commerce, the need for new payment solutions has risen sharply. Viseca invested in digitisation and innovative payment solutions at an early stage and was thus able to assume a leading position in Switzerland. In our opinion, the support of Samsung Pay is therefore the logical consequence of our digitisation strategy, which is geared to our customers’ needs. Further partnerships will follow.”*

“The partnership with Viseca will enable more than one million additional customers to benefit from our mobile payment solution. This means that Samsung Pay now covers around three quarters of all credit and prepaid cards in Switzerland,” says Dario Casari, Country Manager Samsung Switzerland. *“We are, of course, in constant dialogue with other partners in order to open up the remaining quarter of the Swiss market.”*

Samsung Pay is secure and user-friendly. Customers can also use Samsung Pay on their smartphone or smartwatch to make payments abroad – for example, during their holidays. Samsung Pay works with all Visa and Mastercard payment cards from Viseca, including prepaid cards, credit cards and debit cards. Details of availability will be communicated by the individual customer banks.

Aduno Group – the smart way to pay

The Aduno Group offers products and services for cashless payment: from card issuing activities (Viseca Card Services SA) to personal loans and leasing (cashgate AG). As a leading company for private and business clients, the Aduno Group is a fair and transparent partner. The Aduno Group is wholly owned by the largest Swiss cantonal and retail banks (all the cantonal banks, Raiffeisen Group, Migros Bank, Bank Cler and a number of commercial and private banks).

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