

Media release

Google Pay: Viseca is the only issuer to provide all leading mobile payment solutions for credit and debit

Viseca Card Services SA, the Swiss specialist in cashless payments, is introducing Google Pay. Effective immediately, holders of Viseca payment cards from participating banks can use Google Pay to make purchases – quickly and securely, and everywhere contactless payments are accepted, including many online shops.

Zurich, 10 March 2020 – With the introduction of Google Pay, Viseca is now the only provider to support all commonly used national and international digital payment solutions for credit and debit. Since last year, holders of Viseca payment cards have already been able to use Apple Pay, Samsung Pay, Fitbit Pay, Garmin Pay and SwatchPAY! to make mobile purchases. Thanks to Debit Mastercard® and Mastercard® Flex from Viseca, it is now also possible to use Google Pay with a debit card for the first time in Switzerland. This means that payments made using Google Pay are directly debited to the card holder's bank account.

Roland Zwysig, Chief Marketing Officer of Viseca Card Services SA, says: *"With the introduction of Google Pay, we are completing our range of mobile payment solutions for smartphones and smartwatches. This makes Viseca the only issuer of Visa and Mastercard debit and credit cards in Switzerland to offer its customers and client banks the complete range of digital payment solutions. As a result, we are expanding our leading position in the area of digitisation and product innovation."*

Will Snell, Head of Payment and Commerce Partnerships in the DACH region, is pleased about the new partnership with Google Pay in Switzerland: *"Today's customers want to get things done faster than ever before, whether they are ordering food, buying a new pair of shoes or purchasing a train ticket as a tourist abroad. With Google Pay, we are making it easier to pay in apps, on websites and in retail stores. Android users in Switzerland can now also make purchases easily and securely with a Visa or Mastercard from Viseca and participating banks."*

Google Pay is fast, secure and user-friendly. Customers can make payments on websites, in apps and in retail stores in Switzerland and abroad. Google Pay works with all Visa and Mastercard payment cards from Viseca, including prepaid cards, as well as credit, debit and prepaid cards from participating banks.

Aduno Group – the smart way to pay

The Aduno Group is a leading provider of products and services of cashless payment. This includes the issue of payment cards (issuing business of Viseca and Accarda) and the development of innovative finance management solutions (Contovista). The card portfolio comprises some 1.6 million issued cards. In 2018, revenue was at CHF 514.9 million and net profit was at CHF 106.4 million. The Aduno Group is wholly owned by the largest Swiss cantonal and retail banks (all the cantonal banks, Raiffeisen Group, Migros Bank, Bank Cler, regional banks and a number of private and commercial banks).

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