



APPLE PAY NOW AVAILABLE FOR UBI BANCA CUSTOMERS

Offering an easy, secure and private way to pay

Milan, January 22, 2020 — UBI Banca, one of the main commercial banking Groups in Italy, today brings its customers Apple Pay, which is transforming payments with an easy, secure and private way to pay. With Apple Pay on iPhone, Apple Watch, iPad and Mac, customers can make fast and convenient purchases in stores, in apps and on websites.

UBI Banca has highly improved its digital services in the last few years, aiming to provide a full range of solutions for banking operations. Apple Pay will integrate UBI Banca's payment system, reaching customers that are already using its internet banking on Apple devices.

Security and privacy are at the core of Apple Pay. When you 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 on your device. Each transaction is authorized with a one-time unique dynamic security code.

"Apple Pay will make our customer's payment experience faster and more secure, even for those small amounts usually paid for in cash" says **Natascia Noveri, UBI Banca's Head of Marketing**. "It will help customer satisfaction and strengthen customer retention; many of our customers use Apple devices, and Apple Pay is going to make their everyday life much easier".

Apple Pay is easy to set up and users will continue to receive all of the rewards and benefits offered by UBI Banca's credit and debit cards.

With iPhone and Apple Watch, customers can pay with Apple Pay in stores, restaurants, taxis, vending machines and many more places. When shopping in apps or on the web in Safari with Apple Pay, there's no need to manually fill out lengthy account forms or repeatedly type in shipping and billing information. Every Apple Pay purchase is authenticated with just a glance or a touch with Face ID or Touch ID, or a device's passcode.

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

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