

PRESS RELEASE

11 May 2017

Samsung Pay Rewards Card powered by Wirecard Named a Product of the Year Winner in 11th Annual Pay Awards

Conshohocken, PA, May 5, 2017 – The Samsung Rewards Card powered by Wirecard has been selected as a 2017 Pay Awards winner in the Product of the Year category. Since 2006, the Pay Awards have conferred the most prestigious recognition of excellence in prepaid and payments technology worldwide. The awards are presented annually by Paybefore, whose publications are the leading source of industry information for payments executives.

“Our incentives business has always been about delivering a compelling customer experience that drives a desired behavior on behalf of our corporate clients. The Samsung Rewards Visa Card powered by Wirecard represents a fundamental shift in the digital payment experience by providing a truly seamless loyalty platform where rewards are made immediately available to consumers through the Samsung Pay digital wallet,” says Brad Garfield, Vice President, Product Development, Wirecard North America. He continued, “As digital payments through emerging channels continue to gain momentum, we believe the opportunities for delivering a great user experience through payments innovation with amazing partners like Samsung will continue to grow.”

In partnership with Samsung, Wirecard North America has helped to create a way for Samsung Pay users to redeem deals and rewards delivering consumer value through personalized offers and promotions. A first-of-its-kind rewards program for a mobile payments platform, Samsung Rewards allows users to earn rewards points when they make a purchase using Samsung Pay.

“At Samsung, we’re always trying to find new ways to take the digital wallet experience to the next level. With Wirecard, we’re helping people make the most of Samsung Rewards, our innovative point-based rewards system, by giving them the ability to conveniently and instantaneously redeem points with the security of a prepaid debit card.” said Nana Murugesan, Vice President and General Manager of Services and New Business at Samsung Electronics America.

“As our industry changes, we remain committed to honoring innovation and excellence. Among the big themes in this year’s competition were solutions tailored to specific B2B, health care, T&E and cross-border payment needs,” says Loraine DeBonis, Paybefore editor-in-chief and chair of the judging panels. “We also saw a remarkable number of consumer-focused solutions with ingenious approaches to savings and incentives that are making a difference in people’s lives. We’re proud to recognize Wirecard North America and Samsung and their contributions to propelling the industry forward.”

The Samsung Rewards Card now will vie for Best-in-Category distinction, which will be announced in Pay News the week of June 12. Visitors to Paybefore.com will have a chance to vote on Best in Category through May 31. The outcome of this vote will be combined with the judges’ picks to determine Best-in-Category honorees, all of which will be profiled in the Pay Magazine – Awards Issue.

Media Contact:

Wirecard AG
Jana Tilz
Tel.: +49 (0) 89 4424 1363
Email: pr@wirecard.com

Wirecard North America
Brenda Ortiz Lee
Tel.: +1 610 897 2951
Email: pr@wirecard.com

About Wirecard:

Wirecard AG is a global technology group that supports companies in accepting electronic payments from all sales channels. As a leading independent supplier, the Wirecard Group offers outsourcing and white label solutions for electronic payments. A global platform bundles international payment acceptances and methods with supplementary fraud prevention solutions. With regard to issuing own payment instruments in the form of cards or mobile payment solutions, the Wirecard Group provides companies with an end-to-end infrastructure, including the requisite licenses for card and account products. Wirecard AG is listed on the Frankfurt Securities Exchange (TecDAX, ISIN DE0007472060, WDI). For further information about Wirecard, please visit www.wirecard.com or follow us on twitter @wirecard.

About Samsung Electronics America, Inc.:

Headquartered in Ridgefield Park, N.J., Samsung Electronics America, Inc. (SEA), is a recognized innovative leader in consumer electronics, mobile devices and enterprise solutions. A wholly owned subsidiary of Samsung Electronics Co., Ltd., SEA is pushing beyond the limits of today's technology and providing consumers and organizations with a portfolio of groundbreaking products in appliances, home entertainment, Internet of Things, mobile computing, smartphones, virtual reality, wireless infrastructure and wearables, in addition to offering leading content and services related to mobile payments, 360-degree VR video, customer support and more. Samsung is a pioneering leader in smartphones and HDTVs in the U.S. and one of America's fastest growing home appliance brands. To discover more about Samsung, please visit www.samsung.com. For the latest Samsung news, please visit news.samsung.com/us and follow us @SamsungNewsUS.

About Paybefore:

Paybefore is the leading information provider to prepaid, mobile and emerging payments industry professionals, offering the latest news, commentary and analysis. Paybefore's family of media properties includes: Paybefore.com; Pay News; Pay Gov; Pay Week; Pay Op-Ed; Pay Magazine and a global payments directory, Pay Connect available online. Visit us at www.paybefore.com