

Apple Pay™

ADDS NEW RETAIL ADOPTERS

From large retail stores to street food merchants to wherever the sale may be, consumers depend on point of sale systems to make their payment experience simple, fast and secure. With the evolution in payment technology, Apple Pay and other mobile payment systems have opened up new ways to do business for merchants. As Apple Pay reaches over 1 million merchants, learn how the mobile payment solution has achieved so much growth in less than a year, and why it continues to gain momentum in the United States.



EARLY SIGNS OF SUCCESS IN THE U.S.



Expanded availability to over **1 Million** locations in July 2015²



KEY FACTORS DRIVING RETAIL ADOPTION



67.6% of Apple Pay users felt it was more secure than swiping cards.³

1 SECURITY



DATA PROTECTION

Encryption and tokenization protect data & reduce sensitive data transmission.⁴



DATA AUTHENTICATION

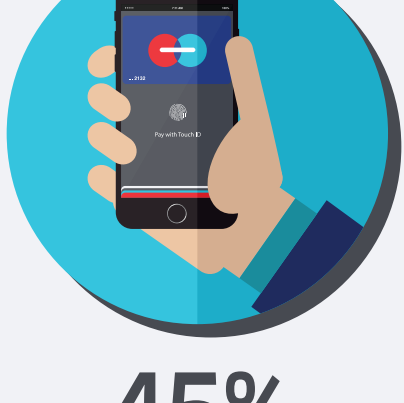
An emerging form of tokenization increases security of transactions made within apps & in-store.⁴



USER AUTHENTICATION

Fingerprint authentication through iPhone's Touch ID.⁴

2 CONSUMER DEMAND



45%

of smartphone users using mobile payment apps now use Apple Pay.⁵

Apple Pay experience was stacked up against the swipe experience:

73%

users felt Apple Pay is easier to use.⁶

77%

users said Apple Pay was faster.⁶

70%

users said using Apple Pay was more convenient.⁶



3 SUPPORT

from card networks and banks



More than **90%**

of US-issued payment cards are compatible with Apple Pay.⁷

451 Research

“More so, of mobile payment users, 66% indicate they are very satisfied with Apple Pay, compared to 45% for PayPal and 33% percent for Google Wallet. For Apple, the advantage is apparent; it now has the big four U.S. card networks partnered with its payment service.”

- Jordan McKee, 451 Research⁸

4 EMV MIGRATION DEADLINE:

as merchants upgrade their POS, they enable NFC

Visa card merchants in the U.S. are mandated to have EMV and contactless payment terminals by October, 2015 or face increased fraud protection penalties.⁹

47%

of U.S. merchant terminals would be enabled for chip technology in cards and smartphones by the end of 2015.¹⁰



The American Bankers Association estimates 50% of U.S. Visa card accepting merchants will be contactless payment ready by the deadline.⁹



“There’s no question that Apple Pay has solidified NFC’s role in mobile payments. In addition to being fast and simple, Apple Pay is the first solution to meet all security requirements and have the partnerships within the payments ecosystem, as well as the marketing support to drive widespread awareness and adoption. As longstanding drivers and supporters of payment innovation, we will continue to back this technology, and other NFC-based payment innovations, as they emerge.”

- Thierry Denis, President, North America / Ingenico Group

THE LATEST PLAYER TO JOIN THE APPLE PAY PARTY



“Today’s consumers have many different ways to spend their money and we want to give our customers as many options as possible in how they pay for goods and services at Best Buy.”

- Best Buy¹¹

SOURCE LINKS:

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- [9 https://www.linkedin.com/pulse/20141017183339-1592540-apple-pay-forecasting-consumer-adoption](https://www.linkedin.com/pulse/20141017183339-1592540-apple-pay-forecasting-consumer-adoption)
- [10 http://www.computerworld.com/article/2875965/will-the-us-be-ready-with-secure-chip-cards-and-payment-terminals.html](http://www.computerworld.com/article/2875965/will-the-us-be-ready-with-secure-chip-cards-and-payment-terminals.html)
- [11 http://www.cnet.com/news/best-buy-to-accept-apple-pay-for-purchases/](http://www.cnet.com/news/best-buy-to-accept-apple-pay-for-purchases/)