



## **Apple Pay Coming to Unieuro's customers in Italy**

### **Offering an easy, secure & private way to pay**

Forlì, May 16<sup>th</sup>, 2017 — Unieuro, the largest omnichannel distributor of consumer electronics and household appliances by number of outlets in Italy, today brings its customers Apple Pay, which is transforming mobile payments with an easy, secure and private way to pay that's fast and convenient.

The company is always looking for new technical solutions in order to guarantee the best shopping experience to its customers. It has recently launched a new e-commerce site and a new app to improve mobile shopping. Unieuro provides also a 'click and collect' service in all its 460 physical stores throughout the country. Customers can make their choice online and purchase in store or receive products at home. As per its multi-channel approach Unieuro was seeking for a new mobile payment system to offer easy and secure payments for both online and offline purchases. This is why the organization is delighted to be one of the first to bring Apple Pay to customers in Italy.

Security and privacy is 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.

"Our strategy is to offer an omni-channel shopping experience to our customers" - says Bruna Olivieri, Unieuro Chief Omnichannel Officer - "They can buy through our website, using the new app or in-store, and we are very keen on bringing them new technology that can help and simplify the shopping process. Apple Pay is perfectly in line with our approach as it makes payments simple, fast and secure. We decided to integrate Apple Pay because it makes the purchasing experience easier and more comfortable, both online and offline".

Apple Pay is easy to set up and users will continue to receive all of the rewards and benefits offered by credit and debit cards. In stores, Apple Pay works with iPhone SE, iPhone 6 and later, and Apple Watch.

Online shopping in apps and on websites accepting Apple Pay is as simple as the touch of a finger with Touch ID, so there's no need to manually fill out lengthy account forms or repeatedly type in shipping and billing information. When paying for goods and services on the go in apps or Safari, Apple Pay works with iPhone 6 and later, iPhone SE, iPad Pro, iPad Air 2, and iPad mini 3 and later. You can also use Apple Pay in Safari on any Mac introduced in or after 2012 running macOS Sierra and confirm the payment with iPhone 6 or later or Apple Watch, or with Touch ID on the new MacBook Pro.

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

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### **Unieuro S.p.A.**

*Unieuro S.p.A. – with a widespread network of 460 outlets throughout the country, including direct stores (180) and affiliated stores (280), and its digital platform [unieuro.it](http://unieuro.it)– is now the largest omnichannel distributor of consumer electronics and household appliances by number of outlets in Italy. Unieuro is headquartered in Forlì and has a logistics hub in Piacenza. It has more than 3,900 employees and revenues that exceeded € 1.6 billion for the year ending 28 February 2017.*

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