

# Press Release

## **Garmin Pay: The new, innovative smartwatch payment by Alpha Bank**

Alpha Bank has introduced the most innovative smartwatch payment, **Garmin Pay**, to the Greek market. The latest payment innovation is a collaboration between Alpha Bank, Visa and Garmin, and follows Alpha Wallet, the first digital wallet to enable mobile phone payments, which Alpha Bank was the first to launch approximately two years ago, with great success.

**Garmin Pay** is the most cutting-edge payment method, as it enables Alpha Bank debit and credit cardholders to **easily and securely make contactless payments** to POS contactless terminals, simply by wearing a Garmin “smart” watch. Initially only applicable to Visa cards, it will soon be available for all Alpha Bank cards. The application was first introduced to the Greek market at **Spetsathlon**, the annual landmark Greek triathlon event, held in the island of Spetses May 10 to 12, 2019.

The Manager of the Alpha Bank Cards and Personal Loans Division Mr. Grigorios Politis said: “Alpha Bank once more confirms its commitment to creating groundbreaking and innovative products, as it presents consumers with a unique, for Greek standards, contactless payment product. For the first time in Greece, the new international Tokenization Service technology is applied, whereby the actual card number is not stored, hence making payments significantly safer and easier to manage. Our goal is to incorporate these new possibilities in other cutting-edge products and services soon.”

The Acting General Manager of Visa for Greece, Cyprus and Bulgaria Mrs. Andriana Pappa said: “We are proud to be taking a step forward, together with Alpha Bank, in our commitment to simplify payments as much as possible for consumers, and to ensure that any connected device used for payments is safe. Introducing smartwatch contactless payments to the Greek market is a landmark in our long-term collaboration with Alpha Bank. Visa cardholders in Greece have adopted contactless payments over the past few years, because of their undisputed advantages: speed, convenience and safety. Wearables not only have all these advantages, but they take them to the next level: they are always in contact with consumers, they are part of their movements, hence payments run smoothly and securely.”

The Marketing & Corporate Communication Director of Garmin Mrs. Nancy Zampeli said: “Garmin has a well-established presence in wearables and is known for quality and innovation. The Garmin Pay contactless payment method is yet another innovation, as the owners of compatible Garmin watches can make payments without needing either their wallet or their mobile phone. It is our pleasure and honour to be partnering with Alpha Bank and Visa in this new venture.”

Additional information about Garmin Pay is available at [www.alpha.gr/cards](http://www.alpha.gr/cards).

Athens, May 13, 2019