

Valora Holding AG
Hofackerstrasse 40
4132 Muttenz
Switzerland

Phone +41 61 467 20 20
Fax +41 61 467 29 08

info@valora.com
www.valora.com

Muttenz, July 07, 2016

Media release – Medienmitteilung – Communiqué de presse

Valora offers its customers Apple Pay

Valora shops k kiosk, Press & Books, avec., Spettacolo and Brezelkönig will offer customers Apple Pay, which is transforming mobile payments with an easy, secure and private way to pay that's fast and convenient when it launches in Switzerland today.

Accepting Apple Pay gives our 900'000 daily customers the ability to safely and conveniently make mobile payments in more than 1'000 of our shops in Switzerland. The Valora own brand prepaid cards: ok.- Prepaid VISA and ok.- Prepaid MasterCard can also be used with Apple Pay.

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 authorised with a one-time unique dynamic security code.

Michael Mueller, the Valora Group CEO said: "We are continuously developing digital innovations and by integrating Apple Pay we offer our customers a new comfortable, safe and fast way to make everyday purchases."

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 all k kiosk, Press & Books, avec., Spettacolo and Brezelkönig shops in Switzerland, Apple Pay works with iPhone 6, iPhone 6 Plus and later, iPhone SE and Apple Watch.

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

For further information on the above, please contact:

Investor Relations:
Mladen Tomic

Phone: +41 61 467 36 50
E-mail: mladen.tomic@valora.com

Media Relations:
Stefania Misteli

Phone: +41 61 467 36 31
E-mail: stefania.misteli@valora.com