

Monday 8 June

Apple Pay coming to HSBC and first direct customers from July

Offering an easy, secure and private way to pay

HSBC and first direct customers will offer customers access to Apple Pay, which is transforming mobile payments with an easy, secure and private way to pay, soon after it launches in the UK.

Francesca McDonagh, head of retail banking and wealth management UK, HSBC

“HSBC and first direct customers will be among the first in the UK to use Apple Pay, giving them the option to pay securely using the latest technology. It’s just one of the ways we’re helping our customers manage their money the way they want to, whether that’s on a smartphone, in branch or online.”

Security and privacy are at the core of Apple Pay. When customers add a credit or debit card to Apple Pay, the actual card numbers are not stored on the device, or on Apple servers. Instead, a unique device account number is assigned, encrypted and securely stored in the Secure Element on the device. Each transaction is authorised with a one-time unique dynamic security code, instead of using the security code from the back of a card.

In stores, Apple Pay works with iPhone 6, iPhone 6 Plus and Apple Watch. When paying for goods and services within apps, Apple Pay is compatible with iPhone 6, iPhone 6 Plus, iPad Air 2 and iPad mini 3.

For more information on Apple Pay, visit: www.apple.com/uk/apple-pay/

Ends

Notes to editors

Further information and demo requests, contact:

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For the latest updates, visit the **HSBC UK newsroom**: <http://www.about.hsbc.co.uk/news-and-media>

HSBC Bank plc

HSBC serves 16.1 million customers in the UK and employs approximately 43,500 people. In the UK, HSBC offers a complete range of personal, premier and private banking services including [bank accounts](#) and [mortgages](#). It also provides commercial banking for small to medium businesses and corporate and institutional banking services. HSBC Bank plc is a wholly owned subsidiary of HSBC Holdings plc.

first direct provides telephone, online and mobile banking services to its 1.25m customers and offers a full range of personal banking products including its multi-award winning [Current Account](#) and [mortgages](#). It has been recognised for its excellent customer service by numerous independent third parties including Which? Moneywise, Moneyfacts and Moneysavingexpert.com. As well as its Facebook page, **first direct** uses social media to engage with customers through sites like YouTube, Twitter, Flickr and Tumblr.

The HSBC Group

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from over 6,200 offices in over 74 countries and territories in Asia, Europe, North and Latin America, and the Middle East and North Africa. With assets of US\$2,729bn at 30 September 2014, HSBC is one of the world’s largest banking and financial services organisations.