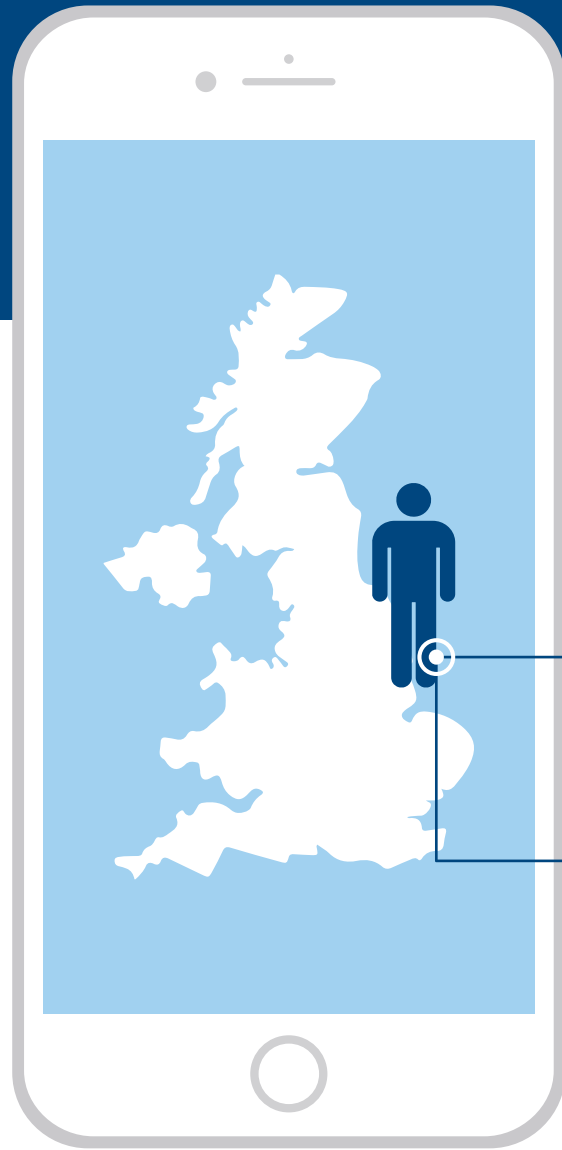


# APPLE PAY AND THE BENEFITS FOR YOU

## STATISTICS

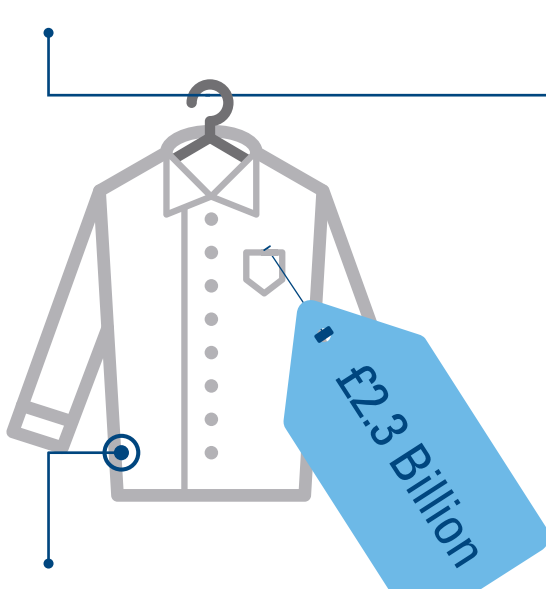


Over three-quarters of Brits now use smartphones.\*

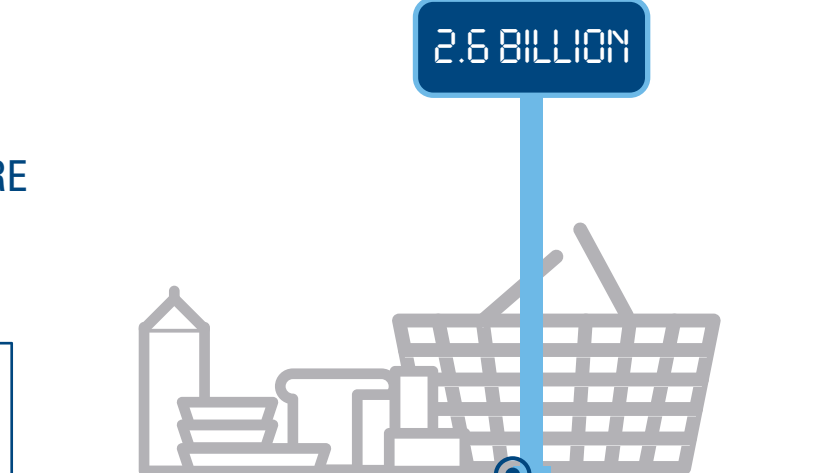
It is estimated that **18.3 million customers in the UK** regularly shop on a mobile device.\*\*

### BY THE BILLIONS

HOW MUCH UK CUSTOMERS ARE SPENDING ON MOBILE:



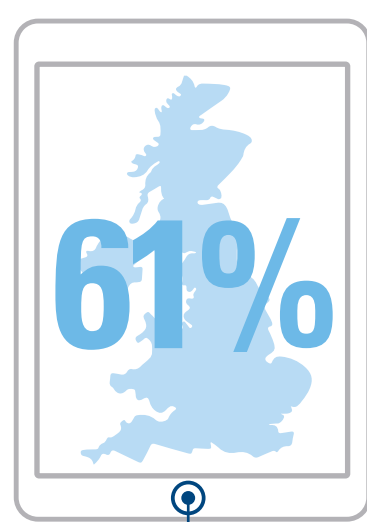
**£2.3 Billion** - The amount spent using mobile devices in 2014 on clothing.\*\*



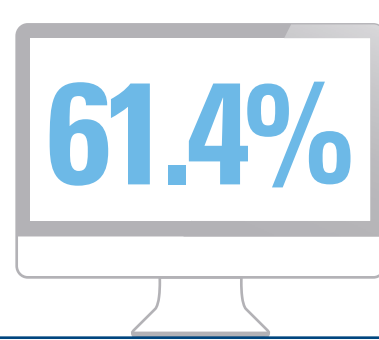
**£2.6 Billion** - The amount spent using mobile devices for food and groceries.\*\*

# £53.6

**£53.6 Billion** - The amount that the UK shopping market is expected to be worth in the next 10 years.\*\*



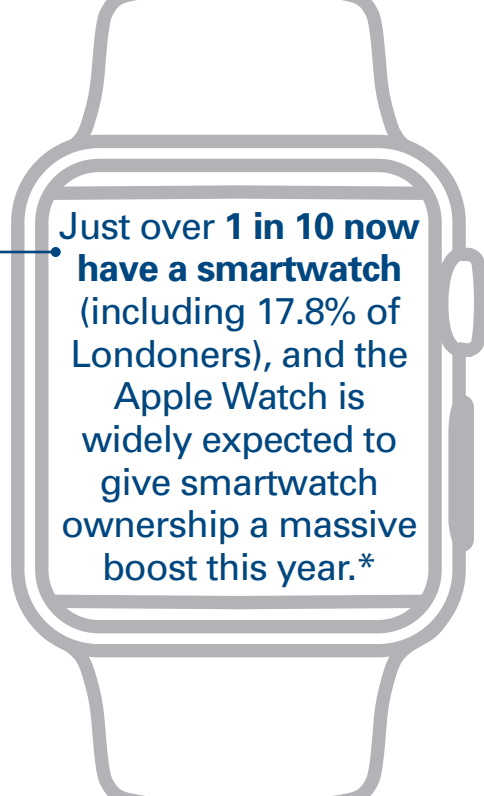
Tablet penetration in the UK has now reached **61%** - an astonishing figure when you consider that the category was only really launched (by Apple) in 2010.\*



Despite the rise of the tablet **61.4%** of people still use a desktop PC/Apple Mac.\*



The usefulness of brands' apps is increasing - which is why **1 in 4 Brits are now spending more time using the branded apps they have.**\*



Apple users spend more than Android users, with those using exclusively Apple devices typically spending around **29.7 per cent**, or £26.56, more than those solely using Android technology.\*



Apple Pay is transforming mobile payments with an easy, secure and private way to pay.

Capturing this potential mobile revenue presents a tremendous opportunity and Apple Pay is the solution.

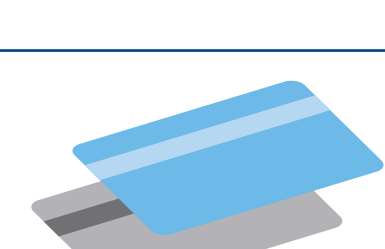
### THE BENEFITS OF APPLE PAY



**One Touch Payments**  
Convenient checkout removes friction and improves transaction times-helping drive sales.



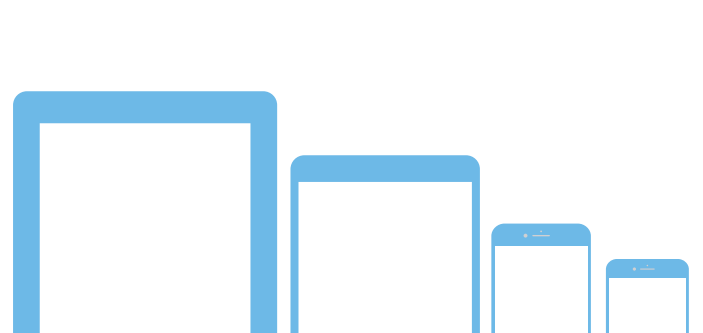
**More Secure Payments**  
Touch ID and tokenisation transactions ensure card numbers are never shared with merchants or transmitted with payment.



**Convenience And Choice**  
Provides customers with multiple payment options.



**Simple Implementation**  
Allows you to focus on your business while we help simplify the checkout process.



**Compatible Devices:**  
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 Plus, iPad Air 2 and iPad mini 3.

**ATTRACT APPLE USERS BY INTEGRATING APPLE PAY AS A PAYMENT OPTION AT CHECKOUT OR AT THE TILL.**



For more information call us on: **0800 731 8921\*\*\***

\* Conjure Apps and Brands Benchmark 2015.  
\*\* Source: PYMNTS.com, April 2015 - How consumers use mobile to shop. (<http://www.pymnts.com/in-depth/2015/how-uk-consumers-use-mobile-to-shop/#:VX7uBdLbJtR>)  
\*\*\* Lines are open Monday to Friday, 9am - 6pm, excluding public holidays. Calls may be recorded. We also provide a Textphone Service on 0345 602 4818.

Global Payments is HSBC Bank plc's preferred supplier for card processing in the UK.  
Global Payments is a trading name of GPUK LLP. GPUK LLP is authorised by the Financial Conduct Authority under the Payment Services Regulations 2009 (504290) for the provision of payment services.

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