

SOCIETE GENERALE BRINGS PERSONALIZED CREDIT AND DEBIT CARDS TO APPLE PAY

Flash Info

Paris, 25 June 2019

Societe Generale today announced that before the end of the week customers will be able to personalize the cards they use with Apple Pay, which is transforming payments with an easy, secure and private way to pay.

With Apple Pay on iPhone, Apple Watch, iPad and Mac, customers can make fast and convenient purchases in stores, in apps and on websites.

Societe Generale offers over 180 personalized physical cards, but this marks the first time customers will see the exact same card as they have in their wallet in Apple Pay.

"With Apple Pay's personalization mirroring our cards personalization, we are demonstrating continuity between our digital and our physical products." said Julien Claudon Head of Card and Digital Payment.

Security and privacy are 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.

With iPhone and Apple Watch, customers can pay with Apple Pay in stores, restaurants, taxis, vending machines and many more places. When shopping in apps or on the web in Safari with Apple Pay, there's no need to manually fill out lengthy account forms or repeatedly type in shipping and billing information. Every Apple Pay purchase is authenticated with just a glance or a touch with Face ID or Touch ID, or a device's passcode.

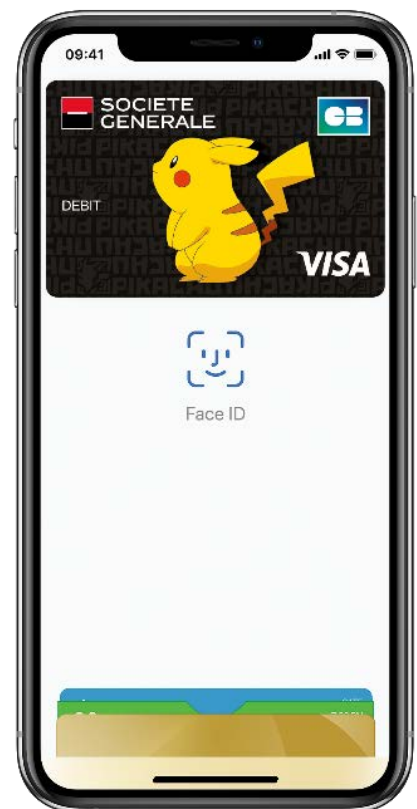
For more information on Apple Pay, visit: <https://www.apple.com/fr/apple-pay/>

Press contacts :

Florence Amphoux 01 42 14 70 33 florence.amphoux@socgen.com

Bernard Gaudin 01 42 13 15 98 bernard.gaudin@socgen.com

[@SG_presse](#)



Societe Generale

Societe Generale is one of the leading European financial services groups. Based on a diversified and integrated banking model, the Group combines financial strength and proven expertise in innovation with a strategy of sustainable growth, aiming to be the trusted partner for its clients, committed to the positive transformations of society and the economy.

Active in the real economy for over 150 years, with a solid position in Europe and connected to the rest of the world, Societe Generale has over 147,000 members of staff in 67 countries and supports on a daily basis 31 million individual clients, businesses and institutional investors around the world by offering a wide range of advisory services and tailored financial solutions. The Group is built on three complementary core businesses:

- **French Retail Banking** which encompasses the Societe Generale, Crédit du Nord and Boursorama brands. Each offers a full range of financial services with omnichannel products at the cutting edge of digital innovation;
- **International Retail Banking, Insurance and Financial Services to Corporates**, with networks in Africa, Russia, Central and Eastern Europe and specialised businesses that are leaders in their markets;
- **Global Banking and Investor Solutions**, which offers recognised expertise, key international locations and integrated solutions.

Societe Generale is included in the principal socially responsible investment indices: DJSI (World and Europe), FTSE4Good (Global and Europe), Euronext Vigeo (World, Europe and Eurozone), four of the STOXX ESG Leaders indices, and the MSCI Low Carbon Leaders Index.

For more information, you can follow us on Twitter [@societegenerale](https://twitter.com/societegenerale) or visit our website www.societegenerale.com