

Visa and National Bank of Greece test payment-enabled jewellery



Consumers in Greece will be first to trial rings and bracelets enabled with contactless payment technology

Barcelona, Spain – 27 February 2018 – Visa (NYSE:V) and National Bank of Greece (NBG) today announced a new project to develop payment-enabled jewellery in partnership with Folli Follie and Links of London. Prototypes of the jewellery line will be on display at Visa's booth (Hall 4, Booth 4B20) and Visa Everywhere Garden during the Mobile World Congress in Barcelona (26 February – 1 March).

Visa and NBG will collaborate with Folli Follie and Links of London to create payment-enabled rings and bracelets – utilising contactless payment technology - allowing consumers to complete seamless and secure payments with a simple tap at any contactless-enabled terminal. The jewellery line will initially be available to consumers in Greece when it launches later this year. Marketing technology agency QIVOS has been facilitating the project in partnership with Visa, NBG, Folli Follie and Links of London – undertaking the overall management and implementation of the project.

Mike Lemberger, Head of Product & Solutions, Visa in Europe said:

"As the global payment landscape continues to evolve from plastic to digital, Visa continues to innovate and work with partners like the National Bank of Greece and jewellery brands Folli Follie and Links of London to develop a solution that will bring consumers a simple and secure purchasing experience. This exciting new project is an excellent example of how Visa's technology can support the work of our financial institution partners and retailers as they seek to deliver the latest trends in payments to consumers."

George Koutsolioutsos, CEO FF Group, said:

"In FF Group, being always ahead of our time, we are thrilled to enter the new era of high tech fashion, innovating once again with a pioneering project, that is going to change the way we shop. Folli Follie and Links of London are about to insert the very first contactless payment jewellery into the world of fashion and we look forward to replacing old plastic cards with new smart and brilliant designs."

Nelly Tzakou-Lambropoulou, General Manager Retail Banking, National Bank of Greece, said:

"At National Bank of Greece, we are committed to investing in cutting-edge transaction technologies, thereby enhancing our profile in the rapidly emerging arena of digital payments. Having brought various innovative products to the Greek banking market, such as i-bank pay and i-bank payband, we are currently involved in the development of the first-ever branded series of contactless payment jewellery. Building on our strong know-how and customer-oriented philosophy, we have created a unique user experience: once obtaining the wearable transaction instrument, users activate it instantly via NBG's POS terminals' network and can make payments quickly and safely, simply by moving their hand over the POS reader."

- ENDS -

About Visa Inc.

Visa Inc. (NYSE: V) is the world's leader in digital payments. Our mission is to connect the world through the most innovative, reliable and secure payment network - enabling individuals, businesses and economies to thrive. Our advanced global processing network, VisaNet, provides secure and reliable payments around the world, and is capable of handling more than 65,000 transaction messages a second. The company's relentless focus on innovation is a catalyst for the rapid growth of connected commerce on any device, and a driving force behind the dream of a cashless future for everyone, everywhere. As the world moves from analogue to digital, Visa is applying our brand, products, people, network and scale to reshape the future of commerce. For more information, visit (www.visaeurope.com), the Visa Vision blog (vision.visaeurope.com), and [@VisaNewsEurope](https://twitter.com/VisaNewsEurope)

About FF Group:

The FF Group is a leading global force in the fashion world operating in more than 30 countries. FF Group designs, produces and markets on a global level its own brands, Folli Follie and Links of London. The Group maintains a leading presence in the retail and wholesale segments in Greece and the Balkans; "attica" department stores and "Factory Outlet" are the Group's major own retail distribution channels in Greece. In addition, the FF Group has started the strategic development of its own multi brand concept stores, Collective, Kix and Sport Loft.

Brands such as Ermenegildo Zegna, UGG Australia, Juicy Couture, Ted Baker, Vilebrequin, Guess Jeans, Scotch & Soda, Calvin Klein Jeans, Nike, Converse, Franklin & Marshall, G-Star Raw, Samsonite and Technogym belong to the Group's local brand portfolio. The activities of the FF Group in the Beauty & Cosmetics sector are significant and involve the exclusive distribution of the globally acclaimed brands of the Shiseido Group (Shiseido, Dolce&Gabbana Make up, Skincare & Fragrances) & Coty (Gucci, Boss, Escada, Max Factor etc). Recently, the representation and distribution of the renowned brands Lancaster, Calvin Klein, Chloe, Davidoff, Joop, Roberto Cavali, Marc Jabobs, Bottega Veneta, Miu Miu, Balenciaga, Tiffany & Co and others become part of our activities concerning the Greek market.

The FF Group also undertook the distribution in the Greek market of internationally known cosmetics brands such as: Molton Brown and Annick Goutal, amongst other, in its own beauty and lifestyle boutique Heaven on Earth.

The FF Group maintains a key role in the global travel retail sector through its strategic alliance and participation in the shareholding capital of the Swiss Dufry AG, which acquired Hellenic Duty Free Shops from the Group.

The FF Group creates fashion globally and has established a strong presence with more than 910 points of sale and employing almost 5,000 people worldwide.

FFGROUP.COM

Contact details:

Visa Contact:

Idil Dorsan

europeanmedia@visa.com

Folli Follie Contact:

Aphrodite Pigi

apigi@ffgroup.gr

QIVOS Contact:

Chris Papandropoulos

cpapandropoulos@qivos.com

National Bank of Greece Contact:

Dimitrios Plessas

dimitrios.plessas@nbg.gr

For more information, visit www.visaeurope.com

© Copyright Visa Europe 2018