

10. April 2017

World premier of speedy mobile payments from locked screen across smartphone types

As the first supermarket chain in the world, KIWI offers its customers speedy mobile payments on classic card payment terminals for both iPhone and Android phones. From today, customers can pay with MobilePay from a locked screen for up to an amount of 250 DKK. All other chains in the Dagrofa Group - MENY, SPAR, Min Købmand, Let-køb - will follow within the next months.

As the first super market chain in the world, KIWI offers all its Danish customers speedy mobile payments with MobilePay on classic payment terminals for both iPhone and Android phones. Customers can now just hover their smartphones over the payment terminal and immediately get a push with amount on the screen which they then approve with a simple click.

For amounts over 250 DKK, customers must log onto the MobilePay app where the amount automatically shows up on the screen and can be approved with a swipe.

”We are proud that Dagrofa and KIWI today makes it easier for our customers to pay from the mobile phone. Not only are we opening for new payment terminals where everything is gathered in one hardware to make it fully user-friendly for customers and store clerks, without the trouble of handling other extra payment boxes. We are also offering a unique possibility to pay by mobile phone from locked screen for almost all smartphones. It’s a strong MobilePay solution that will give our customers better experiences when shopping in our supermarkets,” says Per Thau, CEO of Dagrofa, one of the largest food retailers in Denmark.

Speedy MobilePay on 2000 Dagrofa payment terminals

As of today, 103 KIWI supermarkets offer the integrated Verifone payment terminals with speedy MobilePay payment. The terminals can handle the most common smartphone types and all payment types, as well as the mobile Dankort when it is ready. In the months to come, the remaining Dagrofa chains will follow: MENY, SPAR, Min Købmand and Let-Køb. The same goes for a range of other well known Danish retail chains.

Verifone is the supplier of Dagrofas approximately 2000 payment terminals and has the ambition of delivering an open solution, giving shops a free choice among all types of payment solutions, including the most popular payment app, MobilePay.

”Dagrofa has taken the consequence of the rapid development on the payment area. It is wise to have systems that can handle both present and future payment forms via an open solution with free competition. We are currently gaining market shares in Denmark because shops try to avoid being limited and locked. Just as us our customers believe that consumers increasingly want to pay via their mobile phones,” says Chris Lund-Hansen, CEO of Verifone in Denmark.

Shops only want a single piece of hardware

The MobilePay management is happy to present the next generation of shop solutions in a more user-friendly and fast version than ever before.

”We launched the white MobilePay boxes as a first phase. Since then our businesses customers have increasingly demanded a solution where MobilePay payments can take place in the classic card payment terminal so the shops only need one piece of hardware,” says Mark Wraa-Hansen, head of MobilePay. Besides an agreement with Verifone, MobilePay also has agreements with Bambora, who distributes Ingenico terminals, as well as GoAppified from Denmark.

”We are creating a more agile user experience since you now can pay directly from a locked screen without needing to log onto the MobilePay app. On top of this, we recently lowered our transaction prices to a very competitive level across all customer segments. So we are confident to see a growth in reach and continued high growth for MobilePay in Danish companies in close cooperation with our partner banks,” Mark Wraa-Hansen says.

Facts about speedy payments with MobilePay

- The solution works for more than 90% of all Danish smartphones
- In the first phase the solution only works from a locked screen. It will not work from a black screen for security reasons and other technical reasons. It will not work either from an open screen, also for technical reasons. The plan is however that the solution later on will work from an open screen and possibly also from a black screen
- You can pay up to 250 DKK from a locked screen five times in row. After that you will be asked to make payment number six from the MobilePay app
- As normally MobilePay will cover fraud related to the speedy payments, just like in other MobilePay shopping solutions

Further information

Video concerning MobilePay speedy payments [LINK](#)

More about MobilePay speedy payments, [LINK](#)

More about the new payment terminals, www.mobilePay.dk/terminal

Interviews or further information

Per Ahlmann Andersen, IT direktør, Dagrofa, 41 99 35 21

Sven Hauge (TRIALOG), communication consultant for Verifone, 40 15 04 68

Peter Kjærgaard, Head of Press, MobilePay, 25 42 42 02