

WOOLWORTHS LIMITED

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PRESS RELEASE

Woolworths to roll out contactless payment

Woolworths Limited (Woolworths) has today announced plans to roll out contactless payment facilities across all brands.

Contactless payment will allow Woolworths customers to use their VISA payWave cards to wave and go at the checkout without the need for a PIN or signature for transactions up to \$100. This will make the shopping experience quicker and more convenient and help reduce time spent waiting in checkout queues.

Dhun Karai, Head of Group Financial Services at Woolworths said “We know how much our customers love to embrace new technologies and services that help make their life a little bit easier. They have well and truly adapted to self service checkouts and other in-store innovations and we hope contactless payment will be just as popular.

“This move continues Woolworths’ extensive track record in developing innovative payment solutions for customers. We were the first to introduce contactless payment facilities at our petrol stations in 2009 via our proprietary e-pump technology. Woolworths was also Australia’s first national retailer to implement world class chip payments security as well as pre-swipe and the provision of PIN on credit card payments that have allowed our customers a faster and more secure service at the checkouts.”

Vipin Kalra, Visa’s Country Manager Australia, said “Consumers love the convenience of being able to pay with a contactless card and we are delighted that our cardholders will soon be able to benefit from the speed and security of Visa payWave at one of Australia’s leading retailers. This move demonstrates Woolworths’ commitment to payment innovation.”

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