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## **First European transaction with contactless credit card at McDonald's restaurant in Switzerland**

Crissier, 29 March 2007 – **Cash is a thing of the past. McDonald's Switzerland and MasterCard are today presenting a faster and easier credit card under the slogan "goodbye cash". Miss Switzerland made the first contactless transaction with a MasterCard® PayPass™ in continental Europe at the McDonald's restaurant Stadelhofen in Zurich. This new credit card can be used to pay small amounts without the need for contact with a card terminal or to provide a signature or enter a PIN. Once the test phase has been completed successfully, contactless payment will be launched on the Swiss market before the end of this year. It represents a major step on the path to an even more consumer-centered service.**

### **Contactless payment is simple, secure and faster than cash**

To make a payment, the new card no longer has to be inserted into the terminal. In fact, it only has to be held close to the reader for a moment for the transaction to be carried out. The card remains in the customer's hand throughout the payment process – there is no need to enter a PIN or to provide a time-consuming signature. A chip that is integrated into the card allows data to be transmitted in encrypted form using radio waves. The *PayPass* technology has been developed for the efficient payment of smaller sums and is particularly suitable wherever a payment has to be made quickly, easily and securely – like for example in a McDonald's restaurant, when buying a morning newspaper or at the cinema. In addition to its contactless payment function, the MasterCard *PayPass* offers all the benefits of a regular credit card. McDonald's Switzerland is a primary partner in this pilot phase. The new means of simple, secure and swift payment will be tested thoroughly in selected McDonald's restaurants. "Fast, friendly service, cleanliness, the best quality and good value for money are our success factors. This new credit card is the perfect complement to this

formula in order to serve our guests at its best," explains Martin Knoll, Managing Director McDonald's Switzerland, the reasons for joining this pilot project.

The market launch of this new credit card is scheduled for later this year, once the test phase has been completed successfully. The pilot phase will run until September 2007.

30 The test runs among other partners in several McDonald's restaurant in the three test areas Zurich, Lausanne and Lugano.

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