



Brussels, 2 April 2019, 10 a.m.

Contactless payments with Fitbit now available for customers at KBC, CBC and KBC Brussels

Today, Fitbit (NYSE:FIT) and KBC launched [Fitbit Pay](#) in Belgium. KBC, CBC and KBC Brussels customers who have a Fitbit smartwatch or activity tracker can now use it to pay in shops that accept Maestro and have contactless payment available.

The initiative makes KBC the first financial institution in Belgium to offer Fitbit Pay, a fast, secure, free and convenient contactless payment option for customers who lead an active life.

The launch adds to KBC's commitment to pioneering new payment methods and follows the bank's introduction of Google Pay and Garmin Pay.

Karin Van Hoecke, KBC's General Manager of Digital Transformation 'The launch of Fitbit Pay in Belgium is an ideal solution for KBC customers who lead an active life. We recently provided the possibility to pay with Garmin Pay and the feedback we've received has been very positive. A more general wearables payments trial where customers can pay with their watch, ring, bracelet or key holder, is now running and again the reactions are promising. By including Fitbit Pay in our range of payment solutions, we hope to satisfy even more active customers. It allows a seamless connection between sport and payments, with no need to carry cash or your bank card.'

Contactless slowly but surely becoming an established means of payment

- KBC made contactless payments possible being the first Belgian Bank offering contactless debit cards¹. **Today 91%** of all KBC debit cards are contactless and **10% of the payments are contactless** (compared to 3% a year before).
- Making payments with **Google Pay** became possible in September 2017. Since then, more than **9.200** customers at KBC, CBC and KBC Brussels actively use this payment method, each carrying out an average of **two** transactions a month.
- KBC customers¹ with an **Android** device have also been able to make contactless payments with KBC Mobile since last summer, without having to download an extra app. Almost **8.500** customers used it making about **18.000 payments**.

¹ For KBC, KBC Brussels and CBC customers

- **Garmin Pay** was launched in October 2018, since then almost 500 customers¹ have enrolled the payment process on their device, doing more than 2300 transactions.
- In December 2018, KBC started a trial **with 1.000 wearable devices** (watches, rings, key rings and bracelets). Trial progress and initial findings will be communicated separately in due course.

About Fitbit Pay

Fitbit Pay is supported in more than 20 countries by more than 160 banks and payment institutions, including the Mastercard and Visa networks. In Belgium, Fitbit Pay is available to KBC, CBC and KBC Brussels customers. [View the full list of participating banks.](#)

How to install and use Fitbit Pay

To use Fitbit Pay, the customer first has to add his KBC (Brussels)/CBC debit card to his Fitbit Pay Wallet on his [Fitbit Charge 3 Special Edition](#), [Versa](#) or [Ionic](#) device by following simple steps in the Fitbit mobile app.

Making payments in shops that accept contactless payments is really easy. Users press and hold the left-side button until the digital payment card is seen on the device screen, then – when prompted – enter their four-digit PIN code and hold the watch near the payment terminal until a confirmation of payment appears.

Fitbit Pay transactions use tokenisation, a type of payment security technology that replaces card holders' account details with a unique digital ID (a 'token'), ensuring that the user's card information is never shared with merchants or with Fitbit. For added security, users have to choose a PIN during device set-up.

For more information: kbc.be/en/fitbitpay

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