

News Release

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ANZ to offer payments on Fitbit Ionic starting today

ANZ today announced it had partnered with leading global wearables brand, Fitbit, to offer customers the ability to make payments on the run through Fitbit Ionic™, the ultimate health and fitness watch.

From today, ANZ's Australian customers will be able to load their eligible Visa debit or credit cards through the Fitbit app so they can make simple and more secure purchases on the go with a Fitbit Ionic.

Commenting on the new partnership, ANZ Managing Director Products Bob Belan said: "ANZ is committed to being at the forefront of new payment experiences so we're pleased to be offering our customers a convenient way to pay on the go with their Fitbit Ionic.

"We're excited to work with an innovative company like Fitbit to offer our customers products and services that are simple to use and helpful in an increasingly digital world."

"Having done a lot of work with mobile payments in the past, we are well-positioned to establish more partnerships at a faster rate to meet the evolving needs of our customers."

Customers will need a Fitbit account and an eligible device to pair with their Android or iOS smartphone so they can access the payments service via the Fitbit app. Once set up with their debit or credit card, they simply need to tap the device at any contactless merchant terminal to make a payment.

The announcement comes after ANZ successfully launched mobile payments partnerships with several other companies in the past 18 months, including the world's largest smartphone manufacturers and software providers.

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