



## eftpos media release

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### **Subway® North Sydney and Brisbane City locations serve-up cutting-edge eftpos QR code payments for guests**

*Powered by Australia's home-grown mobile wallet Beem.*

Two Subway® locations have become the first major Australian quick-service restaurants to serve-up eftpos QR code payments ahead of its plan to roll out the cutting-edge technology to innovation-hungry guests in partnership with Australian-made Beem mobile wallet, both of which are part of newly formed Australian Payments Plus (AP+).

Guests at Subway's North Sydney (Miller Street) and Brisbane City (460 George Street) restaurants will be able to use eftpos QR via Beem wallet to pay for their favourite Subway 6-Inch®, Subway Footlong®, salad, or wrap. The technology will open the door to a raft of richer rewards, offers and opportunities to connect with and delight guests and is expected to be rolled out across more restaurants in the coming months.

The launch of eftpos QR code payments for Subway® in Australia is a significant milestone for both the retail and payments industries and delivers on a commitment by eftpos (now part of AP+) to rapidly have the technology live and in market.

Mark Britt, Managing Director AP+ Digital Plus said: "Australians have been telling us they want their mobile payments experience to be more valuable, and to cut down on the fumble-factor by unifying and orchestrating what were once a mish mash of separate paper and plastic cards. eftpos QR payments makes this happen in a simple and elegant way."

Subway® Australia & New Zealand Communications Manager, Rhys Reynolds, said giving guests the option to pay using eftpos QR just makes sense for the brand. "We know that customisation and personalisation are driving factors for our guests," said Mr Reynolds. "Subway guests can choose from an array of fresh, healthier ingredients to create a sub, salad or wrap that's just right for them! We're excited to extend that choice beyond the sandwich unit, to include cutting-edge payment options."

For a limited time, guests at Subway® North Sydney and Brisbane City restaurants will also be able to load up on loyalty rewards with triple SubCard® Reward Dollars on offer.

"AP+ is committed to providing Australian consumers and merchants with better, simpler, highly secure and data-rich payments experiences no matter the form factor, or where the shop is – online, mobile or at the checkout," Mark Britt said.

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Public



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**About eftpos**

eftpos is Australia's debit card system, accounting more than 2 billion transactions in 2021 worth around \$125 billion. More information can be found at [www.eftposaustralia.com.au](http://www.eftposaustralia.com.au). eftpos is part of Australian Payments Plus which strives to deliver world-leading innovation, excellence in delivery, and customer experiences that delight and inspire us to build a better, stronger and more prosperous Australia. <https://www.auspayplus.com.au/>

**About Beem**

Digital Wallet Pty Ltd ABN 93 624 272 475 AFSL 515270 offer Beem products and service via social spending platform which provides Australian customers and businesses with a simple way to pay and get paid. The Product Disclosure Statement is available at <https://docs.beemit.com.au/terms> and the Beem Rewards terms and conditions are available at <https://docs.beemit.com.au/beem-rewards-terms.pdf>

Since launching in 2018, the app has obtained over 1.5 members with 200M connections. For more information on Beem, please visit: [www.beem.com.au](http://www.beem.com.au)

**About Subway® Restaurants**

As one of the world's largest quick service restaurant brands, Subway serves freshly made-to-order sandwiches, wraps, salads and bowls to millions of guests, across more than 100 countries in more than 37,000 restaurants every day. Subway restaurants are owned and operated by Subway franchisees – a network that includes more than 20,000 dedicated entrepreneurs and small business owners – who are committed to delivering the best guest experience possible in their local communities.

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