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## Highlights

- Westpac New Zealand is the first bank live at the market launch.
- Launch signals the second Australasian division launch, following Australia last year.
- Over 435 New Zealand merchants live and this list is growing quickly.

## Momentum Builds as MasterPass Launches in New Zealand

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This week, our New Zealand team welcomes the launch of [MasterPass](#) in partnership with [Westpac New Zealand](#). The official launch of MasterPass signifies the second market rollout of the cutting-edge digital service across the Australasian division.

The successful launch with numerous key partners was made possible by the ongoing cross-functional collaboration and teamwork established since the Australian debut a little over year ago, demonstrating the momentum building across the division during this time.

New Zealand launches live with a partner-connected 'white label' wallet from Westpac New Zealand and another major bank to shortly follow, representing coverage across approximately half of the market. More than 435 [New Zealand retailers](#) already accept MasterPass at launch, including well-known local brands [Webjet](#), [BuyInvite](#), [DC Shoes](#), [Jeanswest](#), [LivingSocial](#), [NZSALE](#), [Quiksilver](#) and [Roxxy](#). Payment technology providers that have already implemented MasterPass include [Fontis](#), [Flo2Cash](#), [IP Payments](#), [Payment Express](#), [Paystation](#) and [Solutionists](#), all of which are currently rolling out the technology across their e-commerce retail customers.

These local retailers provide New Zealanders the opportunity to start shopping today, using a seamless, secure and speedy checkout – regardless of where they may be and what device they may be using.

New Zealand consumers are known for being financially and technologically savvy, so there is an appetite in the market for a safe and efficient way to make payments. MasterPass is a crucial step in the evolution from plastic cards to digital wallets and to service the increasing demand for e-payments from New Zealanders.

*Photo above right: announcing the launch*



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