

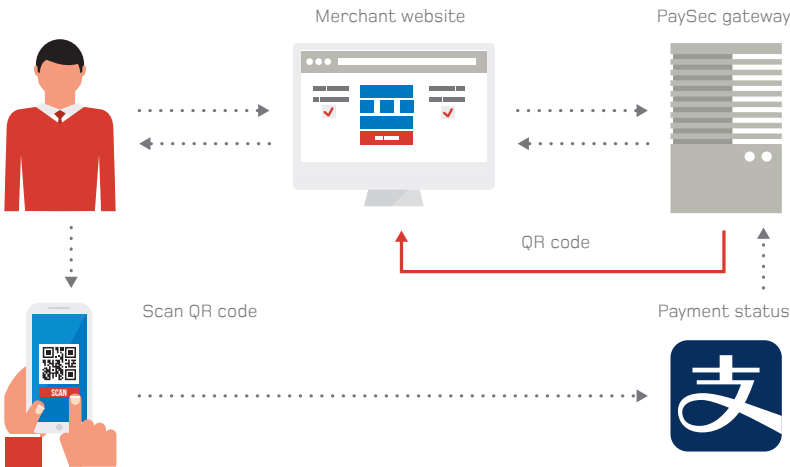
# ALIPAY

Alipay is China's biggest mobile payment platform with an estimated 450 million users. While its initial inroads into the market were heavily reliant on its link to the Alibaba ecommerce platform, it has since become a payment platform in its own right and is looking to expand internationally with a target of two billion users over the next decade.

Integrating Alipay with our CUP and WeChat solutions offers merchants access to the vast majority of Chinese payments and the opportunity to expand internationally as they do.



## Alipay payment solutions technical flow



## Merchant benefits

- Access to over 450 million accounts
- Mobile or computer enabled
- Wider range of payment options
- Highly requested payment method
- Expanding beyond China for global reach

## Customer benefits

- Pay by preferred method
- Simple payment authorisation
- Confidence in payment method
- No card required
- Mobile payments

## Customer experience

- 1** Customer makes purchase from merchant
- 2** Customer makes payment
- 3** PaySec generates unique QR code
- 4** Customer opens Alipay on phone
- 5** Customer scans QR code
- ✓** Payment confirmed on phone and site