

# THB BANK TRANSFER

With a population of 68 million, Thailand is the second largest economy in South-east Asia after Indonesia with a GDP of US\$397.475 billion. It has an internet penetration rate over 40%, approaching 30 million users, and fits the model of Asian countries undergoing a digital revolution allied to an increase in middle class wealth.

Thailand's online retail market is one of the largest in South East Asia, valued at USD3 billion with a significant potential growth rate.



## Merchant benefits

- Simple integration
- Efficient bank transfer
- No chargebacks
- Access to customers without debit cards

## Customer benefits

- Security of dealing with own bank
- Simple process
- Acknowledgement of payment from bank
- No debit cards required

## THB Bank Transfer Technical Flow



## Customer experience

