

worldpay

Alipay

Reach Chinese consumers with their favourite online payment method

PAYMENT METHODS – ALTERNATIVE PAYMENTS



Why choose Worldpay?

1

We understand the complexities and challenges within the global market

2

We understand consumer needs

3

We understand global and local payments



Why Alipay?

China is the largest eCommerce market in the world. Currently valued at \$827 billion, it's expected to exceed \$1.4 trillion by 2020.¹

On its own, China accounts for nearly 80% of online sales in the Asia Pacific region,² with more than 60% of online payments made through an eWallet system.³



Key facts:

- Leading cross-border eWallet
- Over 450 million registered users and more than 100 million daily active users⁴
- Around 175 million daily transactions⁵

1. Yourstory.com and Forrester Research - <https://yourstory.com/2017/02/e-commerce-forrester-research>
2. Yourstory.com and Forrester Research - <https://yourstory.com/2017/02/e-commerce-forrester-research>
3. Yourstory.com and Forrester Research - <https://yourstory.com/2017/02/e-commerce-forrester-research>
4. <https://www.forbes.com/sites/yuyang/2016/11/02/alibabas-ant-financial-taps-se-asias-multibillion-dollar-mobile-payments-market/#4ee489697233>
5. Alipay internal data as of April 2016



How Alipay can help you grow your business

Alipay is China's leading eWallet, giving you access to the world's biggest eCommerce market.

eWallet is the favourite payment method of Chinese consumers who are widely concerned about security when completing online purchases. Alipay is by far the most popular third-party online payment in China, with 54.1% share in the fourth quarter of 2016. With Alipay, sensitive payment data is fully encrypted, enabling you to offer your consumers peace of mind and a fluid online experience, encouraging them to complete purchases.

Alipay works across international borders. With more Chinese people than ever travelling and shopping all over the world, offering this payment method is now a must-do to make the most of this huge clientele opportunity. In addition, when consumers pay in CNY, you will receive the funds in your local currency.

Alipay is the logical choice for global eCommerce merchants who want to reap the rewards of selling to Chinese consumers.

Key benefits



Access to the world's biggest eCommerce market

Alipay should be the first choice for local and international businesses looking to reach Chinese consumers.



Secure

Alipay offers one of the world's most advanced encryption systems, protecting both consumers and merchants from fraud.



Foster brand affinity and loyalty

Offer Chinese consumers a payment method that they know and trust, Alipay, and they'll trust your brand and spend more with you.



Boost your revenue

Alipay will help you increase conversion rates and give you access to millions more consumers.



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Contact Worldpay

Please visit worldpay.com/global/products/alternative-payments for more information.

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