



**Connect your
business to 1
Billion shoppers**



Alipay



WeChat Pay



**CHINESE
PAYMENTS**

payxpert

HOW PEOPLE MAKE PAYMENTS IN CHINA



WeChat Pay

WeChat is the most used social network and mobile application in China. Its main purpose is to connect users.

WeChat Pay is a service integrated into Wechat, which allows Chinese users to make quick payments without leaving their favorite App.



Alipay

Alipay lets users make mobile payments quickly and easily.

It is the best platform to reach potential Chinese consumers. Our Alipay marketing strategy will make your business more visible and attractive to these shoppers than the competition.

WHO USES THESE METHODS



WeChat Pay



20 MILLION

Registered
business accounts



1 MILLION

1 Million
shops offer Wechat Pay



3H

More than half of users
spend 3 hours/day on
the app



900 MILLION

Active users/month



Alipay



>1 billion users globally



27% ages 21-25
35% ages 24-30



3.4 out of 10 consumers
paid via mobile in 2019



Fashion, cosmetics and
local brands account for
the largest share of
purchases

WHY MERCHANTS NEED CHINESE PAYMENT METHODS

4 trips
7 days

Chinese tourists travel 4 times a year on average and spend 7 days/trip.

€690

Chinese tourists spent an average of €690 per person on shopping during each overseas trip, while non-Chinese tourists averaged €440 per person.

65%

65% of Chinese tourists used mobile payment platforms during their overseas travel.

Merchants can...

- Attract Chinese consumers
- Speed up cashier processes
- Eliminate exchange costs
- Monitor transaction in real-time

Chinese shoppers enjoy...

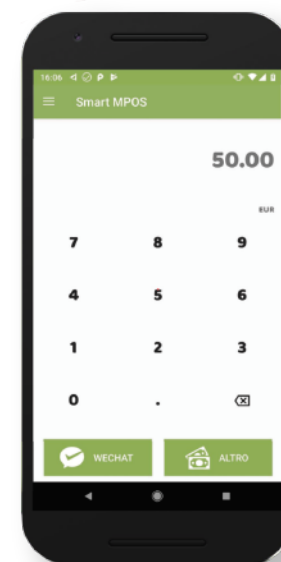
- Convenience
- Cost savings
- Secure purchases
- Cashless processes

OUR IN-STORE PAYMENT METHODS

IN-STORE



PAYXPRESS POS TERMINAL



PAYXPRESS MOBILE POS TERMINAL



OUR ONLINE PAYMENT METHODS



ONLINE



WEBSITE

Add WeChat Pay and Alipay as a payment method in your website easily.



APP

Integrate payments into your Apps (IOS or Android).



INSIDE WECHAT

Integrate WeChat Pay into your official accounts and / or Mini-program.



VALUE-ADDED SERVICES



Official accounts



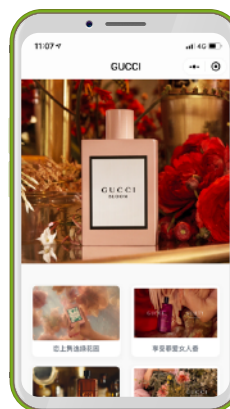
An official account is the best communication channel to share news and promote your business.

With your official account, you can:

- Get followers
- Send notifications
- Redirect them to your website



Mini Programs



Mini-programs are sub-applications developed for the WeChat ecosystem, boosting the purchase of products and services. Users enjoy the convenience of staying inside WeChat to shop, browse, chat and pay, etc.



Advertising



WeChat offers multiple ways to advertise. For example, ads in users' personal posts, sponsored articles, business information on the payment page, etc. Please contact us for more details.



VALUE-ADDED SERVICES



City pages

Alipay has a page dedicated to each city, with offers and promotions. By accessing this page (geolocation), users can find recommended shops and offers of interest to them.



Storefront pages

Your business will have its own page where Chinese tourists get info right on the app. This includes store and product photos, business hours, coupons and promos.



Push notification

Alipay sends push notification for department stores and franchises, offers and information when the user enters a specific area.



IN-STORE MARKETING MATERIAL



GENERAL MARKETING MATERIAL (GMM)

Choose from several eye-catching signs telling potential clients "Pay with your favorite payment method here!"

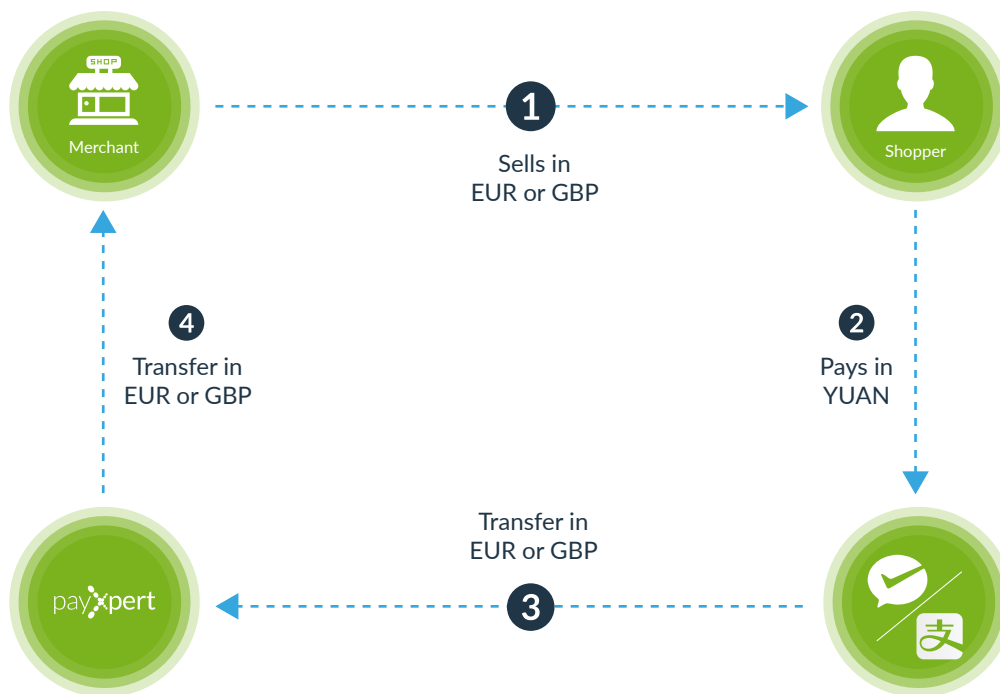


PROMOTION MARKETING MATERIAL (PMM)

Each PMM item in Chinese says "If you scan this QR code, you can get a direct cash coupon when you make the payment". Alipay and WeChat Pay sponsor this promotion.

HOW FUNDS MOVE

PayXpert processes payments quickly, with competitive commissions.



WHY CHOOSE **PAYXPERT?**



*It pays to choose
the right partner.*

- 1 Official Partner of WeChat Pay and Alipay.
- 2 Regulated Payment Institution across Europe.
- 3 Experts with knowledge of the Chinese payments market.
- 4 Innovative, secure technology to receive your payments.



Official partner in Europe

For more information, please contact sales@payxpert.com