



ALIPAY AND WECHAT PAY

China's mobile payment solutions

With over 1 billion active users, Alipay and WeChat Pay are among China's most popular mobile payment solutions.

Both at home and abroad, mobile payment solutions have long become commonplace and are considered a familiar and preferred means of payment. In China, Alipay and WeChat Pay have long since ceased to be used merely as a means of payment: they're now considered lifestyle platforms with a plethora of possibilities. Moreover, the means of payment offered by retailers plays a key role in the purchase decisions made by Chinese customers and greatly increases their desire to buy.

There has been a significant global increase in the number of Chinese tourists. Even the number of those people using Alipay and WeChat Pay abroad has grown continuously.

With Worldline as the preferred partner of Alipay and WeChat Pay in Europe, you will be able to offer your Chinese customers their preferred mobile means of payment without any hassle – not to mention without any additional infrastructure.

THE ADVANTAGES FOR YOU

- No additional infrastructure – your customers pay with their smartphone
- Same QR code for Alipay, WeChat Pay and TWINT
- No complicated processes – the procedure at the payment terminal is exactly the same as for card payments
- Secure means of payment

ADVANTAGES FOR YOUR CUSTOMERS

- Quick and easy payment
- Familiar means of payment that are perceived to be secure
- Discounts and exclusive advantages



REACH OVER ONE BILLION USERS AND THUS INCREASE TURNOVER

- Alipay is part of AntFin, one of the world's best rated fin-tech companies
- In addition to financial services, Alipay also offers social platforms, one million merchant resources and life services
- 1 billion active users
- WeChat Pay is part of the Chinese lifestyle product WeChat, which belongs to China's largest Internet company, Tencent
- With the WeChat app, which belongs to WeChat Pay, users can – among other things – book flight and train tickets, schedule doctor's appointments and reserve hotel rooms
- 1 billion active users



HOW IT WORKS

The checkout assistant enters the payment amount as usual at the terminal or via the cash register system. Without needing to select an additional payment method, a QR code is displayed on the terminal. This QR code is then scanned by the customer using the Alipay app or the WeChat Pay app, at which point the amount is then displayed in the app and can then be confirmed.

Alipay and WeChat Pay work with our ep2 terminals that can display the QR code – be they stationary or mobile, integrated into the cash register or standalone. No additional infrastructure is needed. The QR code, which is displayed on the terminals, is the same for Alipay, WeChat Pay and TWINT. In addition, the payment is also fully automated. No manual selection of the means of payment is necessary.

Your local point of contact can be found at: worldline.com/merchant-services/contacts

