Introduction of Alipay international and Australia Market
What is Ant Financial & Alipay?
Ant Financial was established in October 2014

It provides full range of services to hundreds of millions of consumers in 232 countries and regions.

The largest online and mobile payment company in China
About Alipay

The world’s largest third-party payment platform
Dedicated to providing “Simple, Safe and Convenient” online and mobile payment solutions

400 Million active users
Over 60% of transactions Conducted on mobile devices

2015 Double 11 Shopping Festival
Partnered with 200+ banks Processed 710 million+ transactions

China’s Mobile payment market share
80%+
Source: iResearch 2015

Market Share
- Alipay
- TenPay
- Lakala
- Others
Alipay - a Lifestyle Super App

It’s not just about **Payment**.

It’s a **Lifestyle!**

**Financial Services**

**Dinning and Shopping**

**Traveling**

**City Services**

**Social Platforms** …
Alipay International Business
Business in **200+ countries & territories**
Supports **15 currencies**

In 2015, Alipay followed its Chinese users’ footsteps, starting with **Hong Kong, Taiwan, Macao, Japan, South Korea and South-East Asia**, then **Europe, Australia and America**.
Alipay’s Cross-Border Online Payment Solutions

- Customers select products on merchant’s website, then place the order.
- Customers can choose Alipay payment at checkout.
- On Alipay payment screen, customers can see both AUD and RMB currencies with instant FX rate before completing payment.
Alipay’s Cross-border Offline Payment Solutions

Spot Payment: Brilliant payment experience within less than 5 seconds
New Records
New daily sales records were set by retailers during 1212 Festival

Coverage
Australia, Germany, Korea, Thailand, Singapore, Taiwan, Japan, Hong Kong, Macau, Thailand and so on

Support
Tourism Administrations from all over the world are supporting us
Australia Market for Alipay
Milestones for Australia Market

- **June 2015**
  - Chemist Direct: We Get You, Better
  - Alipay Global Shopping Festival

- **May 2015**
  - Pharmacy Online

- **Dec 2015**
  - Roy Young

- **June 2016**
  - Chinese New Year Alipay Global Shopping Festival

- **June 2015**
  - Chinese New Year Alipay Global Shopping Festival

- **June 2016**
  - Chemist Warehouse Discount Chemist
Alipay’s 1212 Global Shopping Festival

UGG, Sydney, Australia

50% off promotion
Flash mod in Sydney streets
Blue balloons Attracted huge crowds
ALIPAY Sky-Writing
Join Alipay
Grow your business

THANK YOU

Ant Financial – Alipay International