

# Alipay Digital Wallet

WITH CYBERSOURCE



## Expand your eCommerce sales into China

At roughly US \$200 billion<sup>1</sup>, China's online retail market is one of the largest and most dynamic in the world with almost 220 million digital buyers<sup>2</sup>. Attracted by the convenience of online shopping, together with international travel and increasing affluence, many Chinese consumers are looking to purchase from global, luxury brands.

Chinese consumers are also increasingly moving away from cash in favour of electronic payment alternatives like debit and credit cards and more recently mobile payments.

### What is Alipay?

Alipay is an electronic payment system and the leading third party online payment platform with the biggest market share in China. Alipay provides domestic and cross-border payment services through partnerships with more than 200 financial institutions including leading national and regional banks across China, as well as Visa and MasterCard.

- 300M real-name registered users
- 250M active monthly users
- 100M+ daily transactions
- US \$600B transaction volume in 2013
- 48.7% share of third party online payment market in 2013

<sup>1</sup> Global Survey of Online Shoppers, PwC, 2013  
<sup>2</sup> eMarketer 2013 eCommerce Estimates, [www.emarketer.com/Article/Ecommerce-Sales-Topped-1-Trillion-First-Time-2012/1009649](http://www.emarketer.com/Article/Ecommerce-Sales-Topped-1-Trillion-First-Time-2012/1009649)

### ALIPAY BENEFITS



Largest online payment platform in China

Low risk and low cost approach to access and expand in the Chinese market

Easily integrated through CyberSource

Limits financial exposure to charge-backs and exchange rate risks

Leverage one of China's most trusted internet brands

No set up of Chinese bank account required

No need to credit check or validate buyer profiles

Increased conversion – trusted payment type, payment checkout page in Chinese

## CyberSource Alipay Solutions

Alipay is available through a fast, easy integration with CyberSource.

### Alipay Cross-Border solution

International businesses can use this solution to accept payments from Chinese consumers paying in Chinese Yuan Renminbi (CNY). Settlement can be made in any of 12 international currencies listed on the right.

### Alipay Domestic solution

Businesses (local or international) that have legal domicile in the People's Republic of China can use this solution to accept payments on Chinese websites. When customers pay in CNY, Alipay remits the sum in CNY to your bank account.

## How does the Alipay / CyberSource solution work?

Alipay is a real time payment solution. Chinese buyers shop from merchants' websites or APPs and fulfill payments in RMB. Alipay will deduct the payment from the buyers' account in real-time.

Alipay collects payments (RMB) from shoppers to BUY foreign currency, and will then remit the sum to merchants' acquiring banks directly.

Alipay supports both full and partial refunds within 90 days from the date of any transaction.



### SETTLEMENT CURRENCIES AVAILABLE FOR CROSS-BORDER SOLUTION

- Australian Dollar (AUD)
- United States Dollar (USD)
- Great British Pound (GBP)
- Euro (EUR)
- Singaporean Dollar (SGD)
- Hong Kong Dollar (HKD)
- Danish Krona (DKK)
- Japanese Yen (JPY)
- Swiss Franc (CHF)
- Canadian Dollar (CAD)
- Norwegian Krona (NOK)
- Swedish Krona (SEK)

### PAYMENT TYPES CONSUMERS CAN USE TO FUND THEIR ALIPAY PURCHASES

- China Domestic Bank Card
- China eBanking
- International payment cards (Visa, MasterCard, JCB)
- China Postal ePost offices (cash payment)
- Cash on Delivery

- 1 Select products
- 2 **CYBERSOURCE** Create purchase order
- 3 Display CNY price
- 4 Payment confirm
- 5 **CYBERSOURCE** Payment notice
- 6 Confirm purchase
- 7 International remittance

### INTERESTED IN FINDING OUT MORE?

Call us on +44 (0) 118 990 7300 Email us at [europa@cybersource.com](mailto:europa@cybersource.com)