



Global Blue



# CHINESE MOBILE PAYMENT - MARKETING & ACCEPTANCE SOLUTION

OCT 31ST - 2017

EDINBURGH



## #1 Chinese mobile payment cloud platform

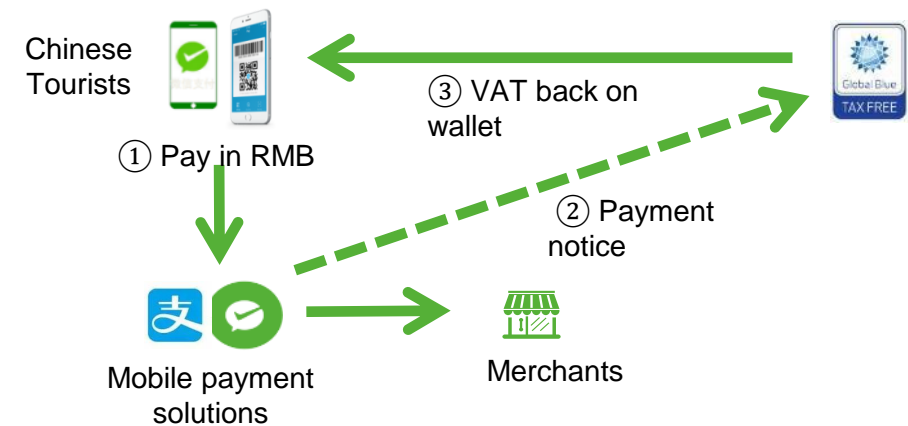
- ▶ A unique Gateway to top Chinese mobile payment solutions in China



- ▶ Service provider to over 80 Chinese banks
- ▶ 28 million transactions/ day – USD 450 million
- ▶ **All-in-1 : One unique integration**
- ▶ **Most advanced PSP:**
  - ▶ **in-store: stand-alone + integrated**
  - ▶ **on-line: web & mobile: APP + wechat**
- ▶ **Connected to wechat marketing services**

## World leader in Tax-Free Shopping and Currency processing

- ▶ Operates in 51 countries
- ▶ Over 300,000 Shopping Merchants
- ▶ Develops mobile refund on Alipay and Wechat for smooth “Pay & Refund” solution

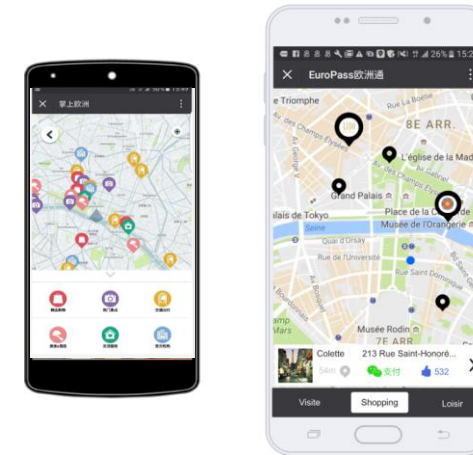


- ▶ **Unique Pay & Refund solution**



## Drive-to-store marketplace

- ▶ Geo-localized map with key wechat-friendly locations
- ▶ Acquires traffic from wechat touristic accounts and converts to retail



## Mobile advertising

- ▶ EuroPass is developing wechat moments in Europe
- ▶ Chinese travelers are geo-localized. When in the UK, we push advertising in their wechat moment: offer to visit local attractions/stores

## Loyalty Program

- ▶ Mini program with wechat environment
- ▶ Customers keep records of their transactions
- ▶ They receive dedicated offers from the brand



# THEY'RE « IN » ALREADY!

## Destinations



## Institutions



## Retailers



## Touristic attractions



## Strategic Partners



Over 100 partners in China & Europe  
And 15 millions « views » generated in 2017

# CONTACTS



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