

WeChat for Scottish Merchants

31 October 2017



WeChat at a Glance

960,000,000
Monthly Active
Users

877,000,000
Daily Logged In
Users

100,000,000
Daily Average
Video & Voice Calls

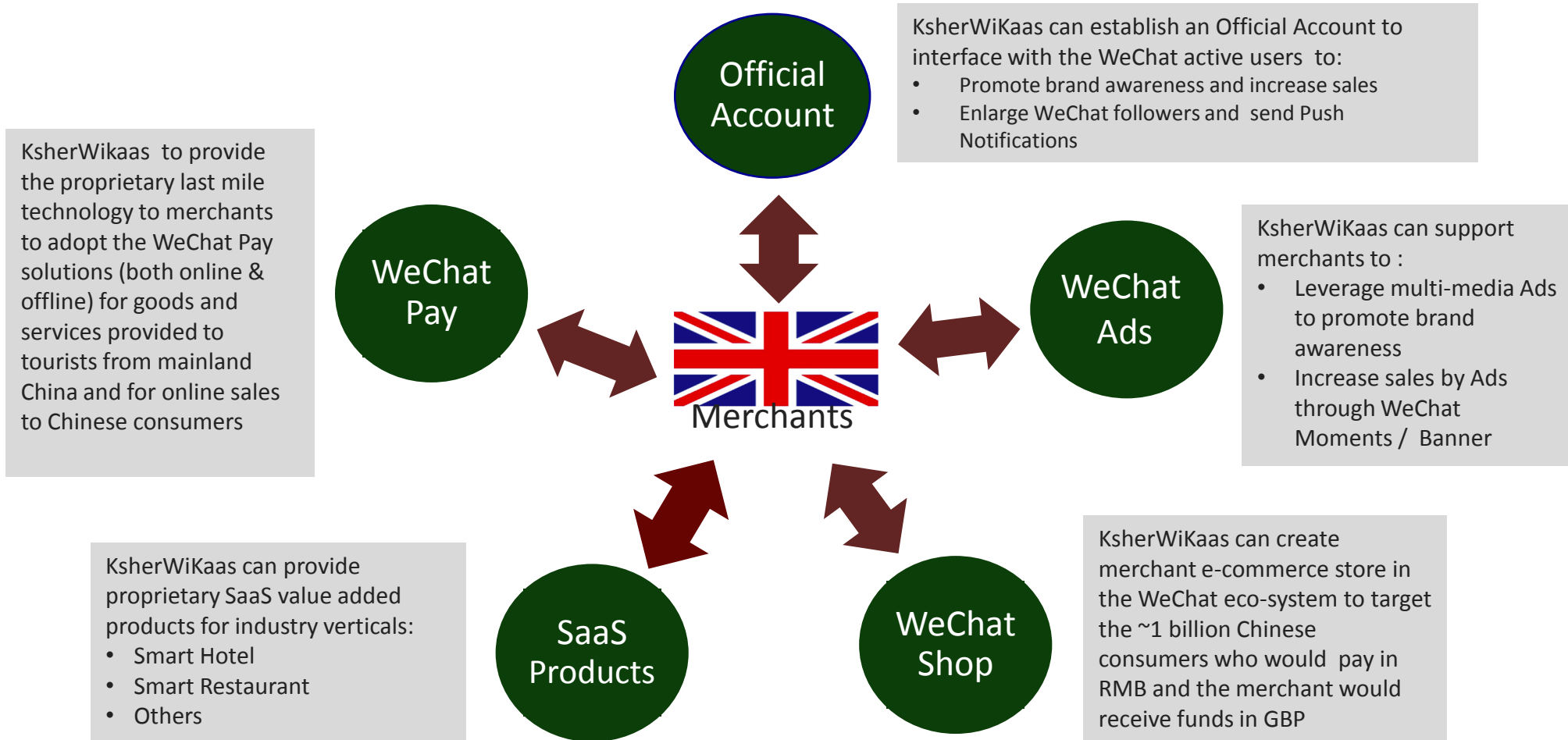
50% users use
WeChat for at least
90 minutes a day

600,000,000
Active Payment
users

1,000,000+
Retail stores using
WeChat Pay

WeChat, the mobile “Super App” has become an integral part of the social fabric in mainland China and has become a powerful platform which can be leveraged by merchants to target the one billion Chinese consumers.

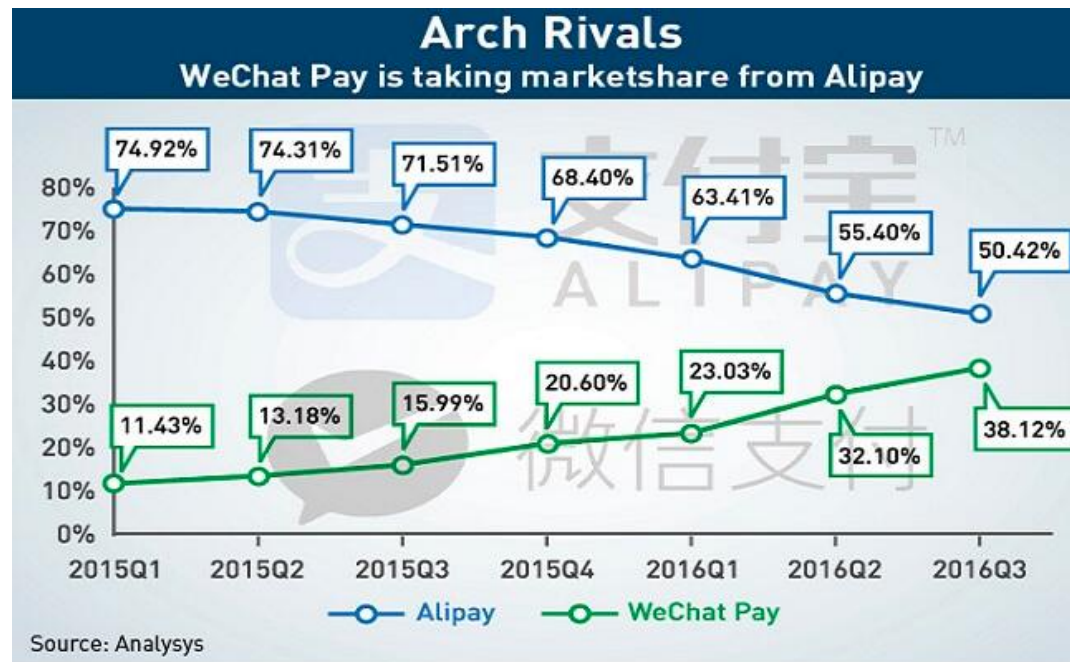
Leverage WeChat to Accelerate Growth



KsherWiKaas offers merchants a suite of digital products to be China Ready to target the one billion Chinese consumers

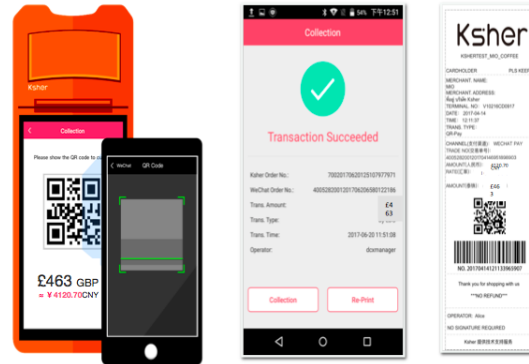
What is WeChat Pay

- Mobile payments have gained huge momentum in China and exceeded US\$5 trillion in 2016 – 50X of United States.
- Alipay and WeChat Pay dominate the digital payments and jointly control 90% of the market share in China. WeChat though is rapidly eroding Alipay's lead in mobile payments

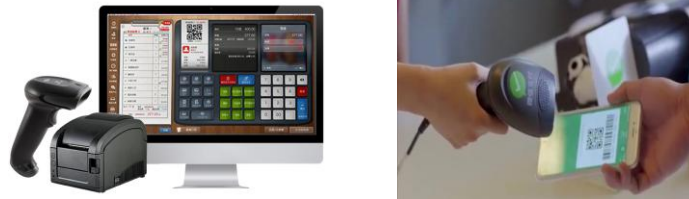


WeChat Pay Solutions

1. Offline Solution with EDC



2. Offline Solution with IT integration with existing POS terminal



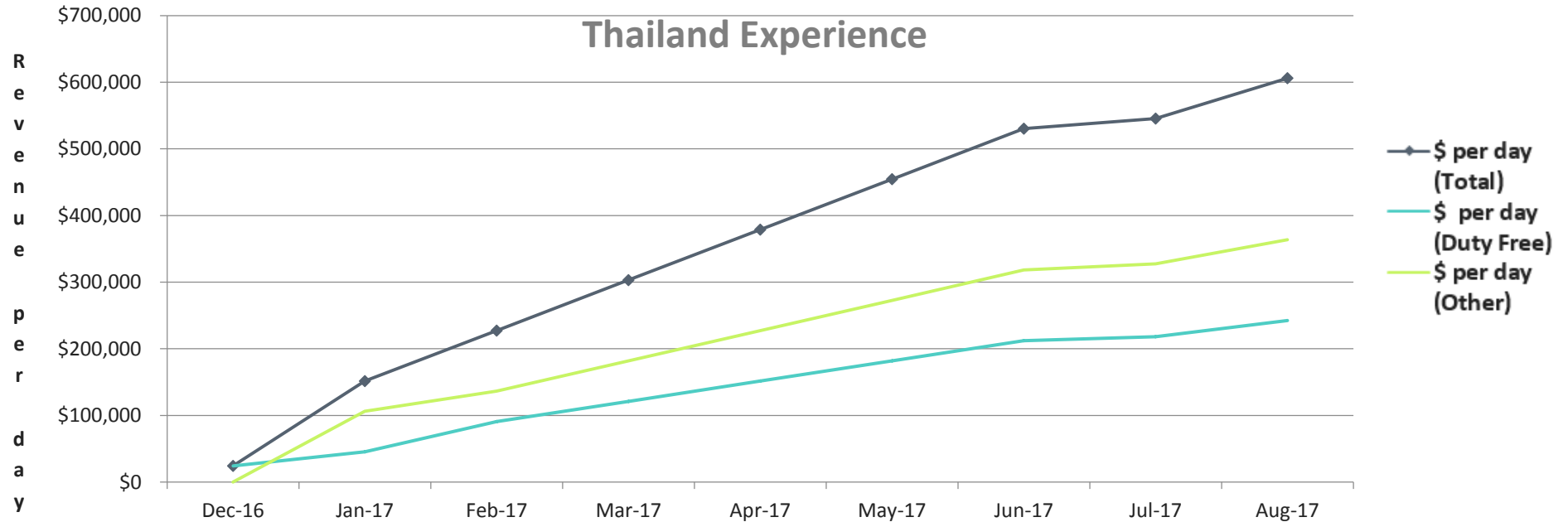
Settlement for online shopping

Scan the dynamic QR code and pay

3. Online Solution



Gross Transaction Volume for WeChat Pay



Large
Retailer
Experience

Stores that accept WeChat Pay :

25%

Higher average sales volume than before

In stores that have WeChat Pay :

45%

PRC consumers chose to use WeChat Pay

Stores that accept WeChat Pay :

15%

Increase on visits of PRC consumers

Next Steps¹

- Contact Nick Corby or Gaurang Taparia at KsherWiKaas
 - Email: info@ksherwikaas.com
 - Tel: +44 1895 520052 | +44 7834 694424
- Complete Merchant On-boarding Questionnaire / submit documents required to KsherWikaas
- Assess business requirements with KsherWiKaas and select appropriate online and / or offline solutions
- Execute standard agreements for setting up WeChat Pay and for e-commerce offering on WeChat
- Implementation (2 to 4 weeks depending on online / offline solutions selected)

¹For establishing an Official Account in WeChat, the process is approximately 8 weeks after the application and supporting documentation is provided by the merchant to KsherWiKaas. This can be commence in parallel with the on-boarding process for WeChat Pay / WeChat Shop for e-commerce.