



蚂蚁金服旗下品牌



PRESS RELEASE / Mobile Services

02 September 2016

Wirecard develops new app for Alipay acceptance on mobile devices without POS integration

- **Mobile App ‘Scan Alipay’ available for every retailer after registration**
- **Simple QR code scanning procedure**

Aschheim (Munich). The payment service provider Wirecard will collaborate with Alipay – a company of the Ant Financial Services Group, which is an affiliate of the Alibaba Group – to launch a mobile payment acceptance technology on the European market for QR code-based alternative payment methods. To this end, Wirecard has developed an app, with which retailers across Europe can accept and process Alipay payments through a simple scanning procedure. The solution is targeted at high street retailers in Europe who wish to offer Chinese tourists China’s leading mobile payment method, Alipay. Retailers will soon be able to download the ‘Scan Alipay’ iOS app from the app store – integration with POS systems is not necessary. An Android version will follow in the course of this year.

The app will be taken up predominantly by catering establishments and clothing retailers. These two sectors benefit in particular from the promising growth in tourism from China. The App offers retailers a simple entrance to benefit from Alipay payment acceptance and can also be used by large retail chains as a way to deploy Alipay as a new payment method without large integration efforts at selected POS (Point-of-Sales).

Rita Liu, Head of Europe at Alipay, comments, “We are pleased that our partnership with Wirecard is developing so well. With the new app, we offer a simple possibility to deploy the Alipay acceptance that generated a mobile payment experience which will benefit retailers in Europe, and consumers from Asia, alike. Our customers have a strong sense of loyalty to the Alipay brand. We are sure that tourists will look to use this domestic payment method in Europe more and more often.”

Jörn Leogrande, Executive Vice President Mobile Services at Wirecard, adds, “The Alipay solution is unique within Europe and around the world. We are proud to take this step together with Alipay, which will provide the easiest way for retailers in Europe to offer this Chinese payment method. We see great potential in the growing number of Chinese tourists and businessmen travelling to Europe. This is why we also plan to strengthen our collaboration in the future, so that we can win over the target market with state-of-the-art payment solutions.”



蚂蚁金服旗下品牌

wirecard

Its ease of use means that the app is attractive for all retailers: a customer making a cashless payment with their Alipay App simply needs to show the retailer the barcode on their smartphone display. All the retailer is required to do is enter the amount payable into the 'Scan Alipay' app on a mobile device – in US dollars, euro or British pounds – and then scan the QR code on the customer's smartphone. This is all that is necessary to complete the transaction. Payment processing is then handled by Wirecard Bank. Retailers will be able to acquire the app soon by simply downloading it for free from the App Store.

Wirecard media contact:

Wirecard AG
Jana Tilz
Tel.: +49 0 89 4424 1363
Email: jana.tilz@wirecard.com

About Wirecard:

Wirecard AG is a global technology group that supports companies in accepting electronic payments from all sales channels. As a leading independent supplier, the Wirecard Group offers outsourcing and white label solutions for electronic payments. A global platform bundles international payment acceptances and methods with supplementary fraud prevention solutions. With regard to issuing own payment instruments in the form of cards or mobile payment solutions, the Wirecard Group provides companies with an end-to-end infrastructure, including the requisite licences for card and account products. Wirecard AG is listed on the Frankfurt Securities Exchange (TecDAX, ISIN DE0007472060, WDI). For further information about Wirecard, please visit www.wirecard.com or follow us on Twitter @wirecard.

About Alipay:

Launched in 2004, Alipay is the world's leading third-party payment platform. It currently has over 450 million active registered users and more than 200 financial institution partners. During the 2015 11.11 Global Shopping Festival, China's equivalent of Cyber Monday, Alipay processed RMB 91.3 billion worth of transactions from Alibaba's marketplaces. In addition to online payment functions such as online shopping payments, money transfer, and utility bill payments, Alipay is expanding to offline payments both inside and outside of China. Over 600,000 brick-and-mortar merchants and over one million taxis now accept Alipay as a payment method across China. As of December 2015, Alipay was accepted in more than 50,000 retail stores outside of China, and tax reimbursement via Alipay is supported in 24 countries and regions, including South Korea, Germany and France. More than half of the transactions processed by Alipay are conducted on mobile devices. Alipay has evolved from a digital wallet to a lifestyle enabler. Users can hail a taxi, book a hotel, or buy movie tickets directly from various modules within the app and purchase wealth management products such as Yu'e Bao.