04 Accepting Alipay & Partner Landscape
Accepting Alipay
Instore (offline) solutions

Static QR code

Standalone Terminal

Cashier App

Integrated POS System
Customer experience at a terminal

**In store:**
Customers asks the cashier to use Alipay

**Transaction:**
Cashier selects Alipay as the payment method, a transaction QR code is then generated

**Handset Validation:**
Alipay validates the transaction and routes it to its backend

**Backend Validation:**
Alipay validates the user and confirms the transaction

**Response:**
Customer handset & terminal receives a response (success or fail). On success the merchant provides the goods or services to the customer
Customer experience at a POS

**In Store:**
Customer opens app and presents Alipay barcode to the cashier

**Transaction:**
Cashier selects Alipay as the payment method on the POS / ECR then scans the customer barcode using the POS scanner

**Authorisation:**
Alipay validates the transaction and routes it to its backend

**Backend Validation:**
Alipay validates the user and confirms the transaction

**Response:**
Customer handset & POS/ECR receives a response (success or fail). On success the merchant provides the goods or services to the customer
Customer experience for Static QR Code Payment

**In Store:**
Customer opens Alipay app and selects the scan feature

**Transaction:**
Customer scans the static QR code on the check out point

**Authorisation:**
Alipay app on handset validates the transaction and routes it to Alipay backend

**Backend Validation:**
Alipay validates the user and confirms the transaction

**Response:**
Customer handset & merchant online receives a response (success or fail). On success the merchant provides the goods or services to the customer
Partner model and payment partners
The Partner Model

Customer \[\rightarrow\] Business \[\rightarrow\] Partner with Payment Role \[\rightarrow\] Partner with Marketing Role

- Instore Payment
- Traffic Generation
- Campaign and Content Management
Our partners in NZ

Payment partners

Marketing partners
Questions for partners

• What payment solutions do you provide?
• What marketing support do you provide?
• What hours do you provide that support?
• Tell me about your business?
• Can you provide examples of client success?
• What is the price? ($100 fees at 10bps is 100,000 payment volume)
Payment partner introductions

1 minute overview
Marketing Partners
What can marketing partners do?

**Store Management**
- Provide store information such as business hours, store introduction, environment photos etc.

**Content Marketing**
- Write articles for content management

**Promotion Management**
- Create online coupons
- Print offline posters and signage

**Data Analysis**
- Analyze user data in the GM Portal
SOUTH
THE HEART OF NEW ZEALAND
The opportunity

Christchurch International Airport (CIAL) has identified an opportunity to increase the economic outcomes for New Zealand from Chinese visitors.

Partnering with the Alibaba group of companies, we intend to achieve significant goals through the delivery and ongoing management of this FREE project, being:

1. Increased spend in New Zealand from Chinese visitors, both pre-booked travel and in-country spend on experiences, goods and services;

2. Increased holiday visitors to New Zealand from China, with a specific focus of growing premium FIT customers, geographic growth throughout the country (i.e. not just the hero tourism destinations) and greater spread throughout the year;

3. Providing an opportunity for New Zealand businesses to develop micro-exporting opportunities into China.
Data brings our programme together

The South programme brings together the data from three hugely powerful Alibaba platforms to grow collective success for partner businesses.
We create and manage marketing content

- Bring your potential customers on a journey with rich video content.
- Offer special deals to encourage new customers to walk through your doors.
- Photos provide more details of your business, showcasing your offerings of interest to Chinese guests.

Location and contact information

Important information and how to interact with your business

Description of your business and product offering. Your chance to really sell yourself. We translate this for you!
Market to customers already in your store...

Displaying your Alipay QR code in-store allows Chinese customers to open your page in the Alipay app and immediately discover your offering, in a format and language they are comfortable with.
Simple and cost effective

Being part of the South programme allows you to market to Chinese customers in the most cost effective manner possible...

- Free marketing content set-up.
- Free translation of content from English to Chinese.
- Free set-up and management of special offers (coupons).
- Free changes to your marketing content as new products launch, information changes etc.
- Free participation in programme-wide marketing campaigns (e.g. Chinese New Year).
- Free ongoing support with your Alipay marketing activity, including advice on the types of activity and marketing messages that will work best, and participation in programme-wide promotions.

You will also receive a dedicated account manager to work with you to ensure consistency and success.
IncentiaPay is a leading provider of transactional platforms and marketing programs that enable businesses to attract customers across multiple channels.

These platforms currently serve 36,000 merchants and 600,000 consumers through a network of approximately 20,000 non-profit organisations, giving IncentiaPay a reach of more than 2 million customers.
An introduction to entertainment

WE HAVE A WIN-WIN APPROACH THAT BRINGS ALL PARTIES SUCCESS.

Over the last 24 years Entertainment has been an exclusive fundraising tool for community fundraisers, a unique word of mouth marketing tool for the hospitality industry, and a way for consumers to discover leisure businesses through valuable offers.

- 24 years experience
- Australian owned and operated
- Over 200 full time employees over 21 regions of Australia and New Zealand.
An introduction to China In A Box

WE BRING THE AFFLUENT CHINESE CONSUMER TO YOUR DOOR.

How can China In A Box transform your business?

- 1.4 million independent Chinese Travellers visiting Australia each year
- Chinese visitor's spend $9 billion annually in Australia
- Average spend per day of $800
- Stay an average of 10 days in Australia
- Alipay is the preferred method of payment in China with 85% usage
- 520 million Alipay users worldwide

incentiapay China In A Box Alipay entertainment
Our competitive advantage

Our Service

- Customised trading name
- Rich gallery of images
- Physical address
- Unique merchant coupon
- Recommended dishes/products
- Translated store description
Cultural Support and Translation Service

Translation
- Menus
- Flyers
- Posters
- Banners Ads
- Company Website
- Google Ads

Training
- Language
- Customer Behaviour
- Regional Differences
- Dining Habits
- Payment Preferences
- Special Occasions

Tailored Marketing
- Social Media
- Promotion Strategies
- Service Tips
- Design support
- Festival Celebrations
- Competitor Analysis

Reporting to track your ROI

Monthly customer data analysis allowing you to keep track of your performance
Fast and Secure Payment Solution

Multiple terminal providers for easy implementation
About Alipay

- ALIPAY -
PREFERRED METHOD OF PAYMENT IN CHINA

- SIMPLE, SAFE AND CONVENIENT
- THE MOST REGULARLY USED MOBILE PAYMENT APP
- PROVIDES MULTIPLE MARKETING TOOLS
• SIMPLE, SAFE AND CONVENIENT • THE MOST REGULARLY USED MOBILE PAYMENT APP

Started as a payment solution in 2004, rapidly dominated China market with more than 50% market share. As of now, Alipay is the world’s largest third-party payment platform.

Shares in Chinese third-party mobile payment market by transaction volume in 2017 Q1

Source: Analysys易观—Chinese outstanding Internet large data analysis products and service providers

The aforesaid data are based on vendor interviews, Analysys’ proprietary monitoring data and output from Analysys’ research models.
• ALIPAY APP - PROVIDES MULTIPLE MARKETING TOOLS
Discover Platform - meet, interact, and transact with customers pre-trip and during trip

1. Display merchant content guides
2. Recommend nearby merchants based on LBS
3. Merchant information
   - 20% of user reviews
   - 45% of users who saved coupon will purchase
4. Allow users to claim

1. Lead users to city page based on real-time location
   - 35% of users who arrive at destination will open Discover
2. Ongoing local promotions
3. Stimulate spending: Superior exchange rate
4. Great exposure: Selected merchants' coupons
5. Find popular nearby merchants based on users' geo-data location
6. Recommendations based on popularity index
Thank You