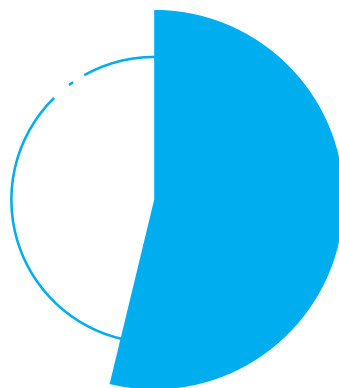


Simple, Safe and Convenient

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.



Alipay has very high penetration in China, especially tier 1-3 cities and covers 70% of China outbound tourists.



54%
China's 3rd Commercial
Mobile Payment Market
Statistics
iResearch, Q2 2017



+870million
active members
in China

Foreign Exchange Rate Tools

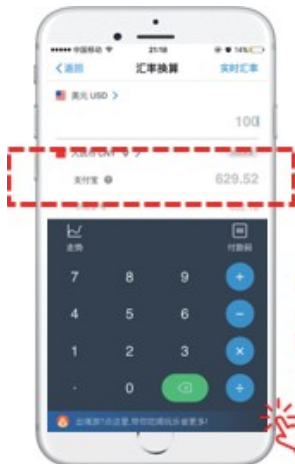
Search "FX Rate"
in the first page

①



Exchange rate conversion
page indicates the comparison
of Alipay FX rate and market
reference FX rate

②



Recommend
coupon
based on
the
currency
information

Higher membership
level enjoys better
FX rate

③



Enjoy the benefit
automatically at
payment

④




Alipay APP – Provide Multiple Marketing Tools

Discover Platform – meet, interact, and transact with customers pre-trip and during trip



1



Lead users to city page based on real-time location

35% users who arrive destination will open Discover

2



Ongoing local promotions

3



Stimulate spending: Superior exchangerate

4



Great exposure: Selected merchants' coupons



1

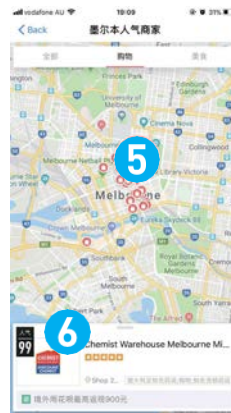


Display merchant content guides

2



Recommend nearby merchants based on LBS



5

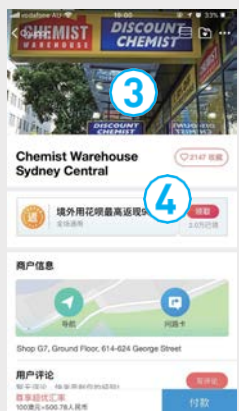


Find popular nearby merchants based on users' LBS location

6



Recommendations based on popularity index



3



Merchant information and user reviews

20% of users who visited merchant page on Discover will purchase here

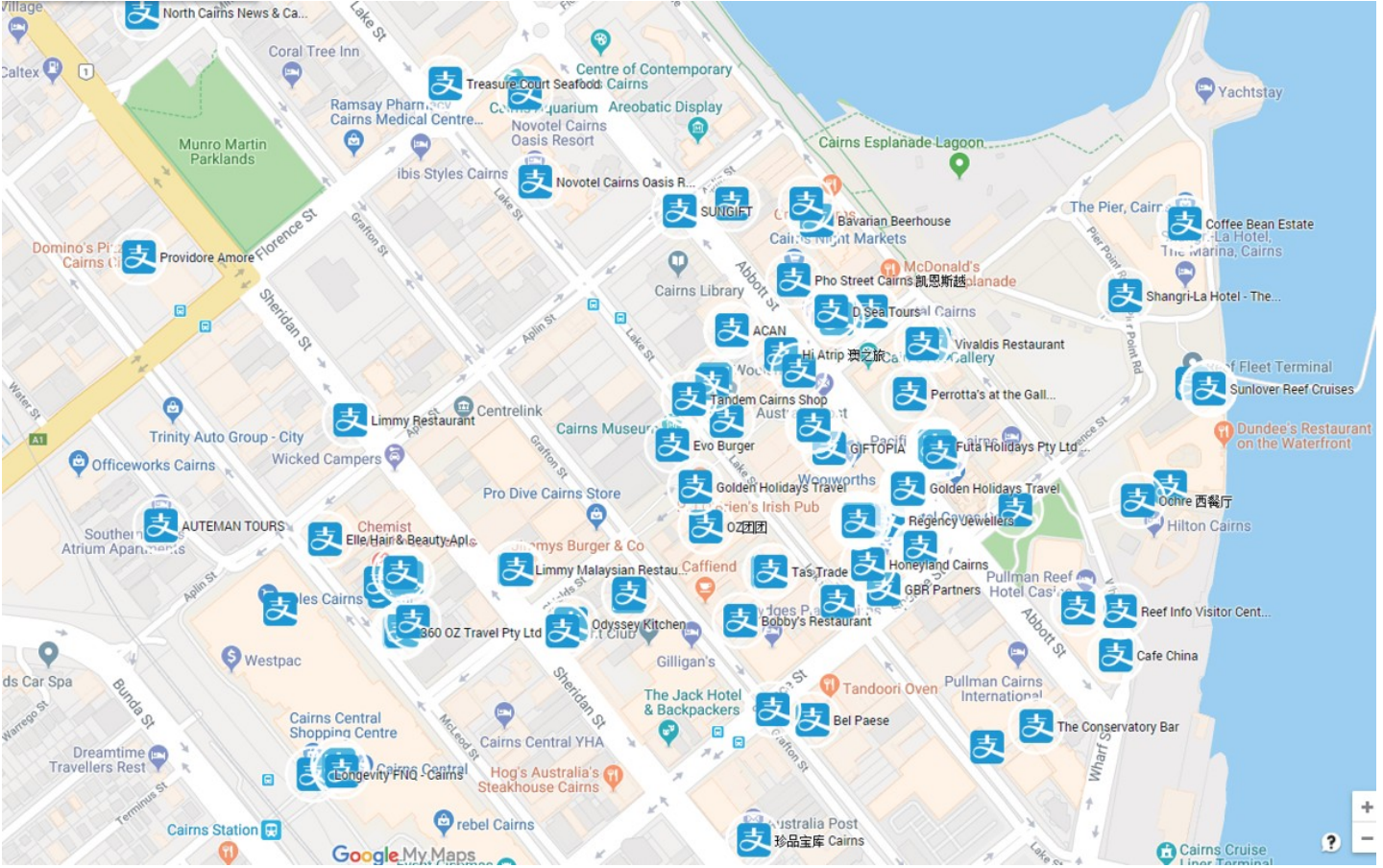
4



Allow users to claim coupons pre-trip










45% of users who saved coupon will purchase

Cairns Store List



Giftopia	Honeyland Cairns	360Oztravel
Koaland	Big Cat Green Island Reef Cruises	Pioneer Travel
Regency Jewellers	Evert珠宝名表店	Big Cat Green Island Reef Cruise
360 Oz Travel Pty Ltd	Panda Tours Australia	Sungift
Futa Holidays Pty Ltd Cairns Tour Master	Cairns 珠宝市场	Cafe China
Gbr Partners	Acan	Treasure Court Seafood
Cairns Tour Master	Oz团团	360Oztravel
Sushi Express	Priceline Pharmacy Cairns Central	Cafe China
Coffee Bean Estate	Daiso Cairns	Pioneer Travel
Longevity Fnq - Cairns	Golden Holidays Travel	Chemist Warehouse Cairns
Odyssey Kitchen	Newsxpress Cairns City	Frydays鱼薯冷饮店
Bobby'S Restaurant	D Sea Tours	Pho Street Cairns
Piato Mediterranean And Australian Cuisine	Tandem Cairns Shop	Cairns - The Gift
Bel Paese	Reef Star Tour Service	Double Tree By Hilton Tour Desk
Providore Amore	Chopstix	Novotel Cairns Oasis Resort Tour Desk
Vivaldis Restaurant	Reef Star Tour Service	Mini Car Rentals
Evo Burger	Koaland	Reef Info Visitor Centre
Pho Viet Vietnamese Noodle Bar-Orchid Plaza	North Cairns News & Casket	Ochre 西餐厅
Elle Hair & Beauty-Aplin Street	Nitrolato	Cairns Aquarium
Helga'S Pancake House	Golden Holidays Travel	Shangri-La Hotel - The Marina Cairns
Bavarian Beerhouse	Big Cat Green Island Reef Cruise	Golden Holidays Travel
The Conservatory Bar	Evert Fine Jewellery	Tandem Cairns Shop
Benny'S Restaurant	Limmy Restaurant	Sungift
Royal India	Gift Outlet	Treasure Court Seafood Restaurant
Pho Viet Vietnamese Noodle Bar-Abbott Street	Nitrolato	Nitrolato
Elle Hair & Beauty-Orchid Plaza	珍品宝库 Cairns	360Oztravel
Limmy Malaysian Restaurant	Chopstix	Pioneer Travel
Perrotta'S At The Gallery	Limmy Restaurant	Reef Star Tour Service
Mai Sai Pak Chee	Evert Fine Jewellery002	Sweet Tea
Sunlover Reef Cruises	Evert Fine Jewellery	Limmy Restaurant
Cairns 亚洲超市	Koaland	Futa Holidays
Tas Trade	Gift Outlet	Evert Fine Jewellery002
Swarovski Cairns	Sweet Tea	Big Cat Green Island Reef Cruise
Auteman Tours	Futa Holidays	Evert Fine Jewellery
Hi Atrip 澳之旅	D Sea Tours	Gift Outlet
Isp	Evert Fine Jewellery002	Koaland
Extragreen Holidays Glen Waverley	Futa Holidays	Chopstix
Health Zone	Railway Newsagency	Cafe China
Oz Fly		D Sea Tours

Alipay Australia

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