China Mobile Wallet Solution

Connect Merchants With Growing Global Mobile Wallet Consumers

Prepared by: Seth Friedman; Head of T&E

www.Citcon.com
CITCON – Leading Service Provider for Chinese Mobile Wallet in North America & Europe

**Company Overview**
- Founded in 2015 with offices in San Francisco, Los Angeles, NYC, Vancouver, Beijing and Hangzhou
- Management team with average 10+ year experience in payments from Visa, PayPal, MasterCard, Wells Fargo & AMEX Backed by top VCs & public company (with $3B market cap)

**WeChat Pay & Alipay**
- The only authorized full service provider for both Alipay and WeChat Pay in US & Canada
- Launched services in UK 02/2018 and launching into Europe in 07/2018

**Client Development**
- 4000+ merchants with over 10,000 outlets
- Our top merchants include attractions, cruises, hotels, and restaurants such as: Harrods, Carnival, Royal Caribbean, Caesars, MGM, Sheraton, Panda Express, Kering Group, Pier 39, Ripley’s etc.
Chinese Travelers Lead U.S. Inbound Tourism Market

In 2021, China will be the 3rd largest in-bound traveler source for US, after Canada and Mexico.

Chinese travelers spend significantly more on shopping than any other countries.

DATA SOURCE: International Travel White Paper 2017, Fung Global Retail & Technology
As 98% of Chinese travelers use smartphones for overseas travels, Mobile payments, WiFi connections and digital / Social media are critical to attract and engage Chinese travelers before, during and post trips.

DATA SOURCE: International Travel White Paper 2017, Fung Global Retail & Technology
Mobile Payment Is Favorite Way For Chinese to Pay

1 Billion Active Accounts From Alipay & WeChat Pay

WeChat Pay - 800MM Active Accounts
Alipay - 650MM Active Accounts

China Mobile Payment Volume, 2012-2016

Chinese mobile wallet payment volume grew to over $5 Trillion Dollars in 5 years.

DATA SOURCE: Analysys, Huffingtonpost
Citcon is the only authorized payment service provider for both WeChat Pay and Alipay in person and electronic commerce payment in the U.S. and Canada.
Our Launch Gained Tremendous Market Excitement

CCTV – WeChat Pay US Launch With Citcon

For many in China, WeChat has become a way of life for communication, entertainment and making payments. But its impact in the US has so far been limited. That could soon change as it begins taking on new partners.

At the WeChat US & China Conference, Silicon Valley startup Citcon shows off the only payment processor in the US that helps merchants accept WeChat Pay.

“Last year, over 100 million Chinese people travel outside of China. Once they see this place can accept WeChat Pay, I can use my mobile phone. They certainly receive much warmer welcome with foreign countries,” said Chuck Huang, CEO, Citcon.

Forbes

China Leads On Mobile Wallets -- Will Others Follow?

Forbes - Tom Greentree - China is the leader in mobile wallets, with 45% of the market. It's not a trend others will likely ignore.

Mobile-wallets have Research shows it You Don't Need A Wallet In China, Just Your Smartphone

NPR

In China, A Cashless Trend Is Taking Hold With Mobile Payments

For many in China, cashless payments are the norm. Mobile wallets like WeChat Pay are increasingly popular.

WSJ

Alipay, WeChat Take Battle for Mobile-Payment Dominance Overseas

China's tech titans are expanding into foreign markets, signing partnerships with merchants in Southeast Asia and Europe and looking to invest in payment systems in other countries.

DFS WeChat Pay Launch With Citcon

DFS launches dedicated retail service within WeChat at San Francisco International Airport

by Jason Huell
huell@wsj.com
Source: The Mobile Payment Report

Caesars WeChat Pay Launch With Citcon

Caesars Entertainment Launches WeChat Digital Payment Program

by Naveedk / Aug 9, 2017 11:40pm

LA Times, LUXE HOTEL LAUNCH Citcon SERVICES

Los Angeles hotel chain to accept Chinese mobile payment options to serve tourism boom

Today's Mortgage Rate 3.04% APR 15 Year Fixed
Select Loan Amount $1,425,000
Over 4000 Top Merchants Trust Citcon

<table>
<thead>
<tr>
<th>Luxury, fashion, outlets</th>
<th>KERING</th>
<th>BOTTEGA VENETA</th>
<th>Harrods</th>
<th>PANDORA</th>
<th>ALEX AND ANI</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>SIMON</td>
</tr>
<tr>
<td>Airport Retail, Supermarkets</td>
<td>DFS</td>
<td>PACIFIC GATEWAY</td>
<td>INTERNATIONAL SHOPIES</td>
<td>ABC STORES</td>
<td>99 Ranch Market</td>
</tr>
<tr>
<td>F &amp; B</td>
<td>Chatime</td>
<td>CRYSTAL JADE</td>
<td>FALHAI EXPRESS</td>
<td>ROLLZ</td>
<td>Peets Coffee &amp; Tea</td>
</tr>
<tr>
<td>Attractions</td>
<td>HIGH ROLLER</td>
<td>ASIAN ART MUSEUM</td>
<td>AQUARIUM BAY</td>
<td>ROARING FANG</td>
<td>San Francisco</td>
</tr>
<tr>
<td>Hotels &amp; Cruises</td>
<td>CAESARS PALACE</td>
<td>Carnival</td>
<td>LUXE HOTELS</td>
<td>Holiday Inn</td>
<td>THE LINQ</td>
</tr>
<tr>
<td></td>
<td>Sheraton</td>
<td>JBSHotels.com</td>
<td>hotelbeds</td>
<td>Clarion Hotel</td>
<td>Royal Caribbean</td>
</tr>
</tbody>
</table>

Hotels & Cruises
Citcon China Mobile Wallet
End-To-End Solutions

Consumer Acquisition Via Mobile Wallet

- WeChat App Account & Mini Program
- Alipay Discover & Coupon Platform

Omni Channel Acceptance for Mobile Wallets

- Standalone iOS & Android App
- Integrated POS
- Ecommerce Checkout
- Standalone Mobile Wallet Scanner
- Mobile Checkout
- SMS/Email Invoice

Consumer Engagement / Loyalty Via Mobile Wallets

Example 1
WeChat Promo

- Configure WeChat pay users to become merchants WeChat account followers

Example 2
Alipay Promo

- Configure promo from Discover platform and issue discounts directly into Alipay wallet
Omni Channel Payment Solutions and Terminals
Enable global merchants to connect with Chinese consumers via POS, mobile and many new channels

**Offline Payment**
- Citcon Mobile
  - For retailers requiring mobility
- Standalone
  - Integration with POS
- POS Integration
  - POS API Integration

**Online Payment**
- Ecommerce SDK
- Mobile SDK
  - WeChat Public Act / Mini Program / Native app
- Online invoicing
  - Item specific QR

**Requirements**
- iOS or Android devices (Merchant)
- Integrated POS ( Provided by Citcon)
- Integrate via 1) Citcon POS plugin, 2) Payment Gateway Integration or 3) Direct POS integration

**Capabilities / Features**
- Offline Payment
  - Accept wallet payments Fast / easy setup to accept payments
  - Print receipts
- Online Payment
  - Accept wallet payments
  - Fast, secure and higher approval rate
  - No chargeback and fraud
  - Merchant portal provided by Citcon
A leading global company partners Citcon to launch China Payments into its properties

- Launched in-store payments and online payments with Citcon into over 3000 outlets including high end retailers, hotels, box offices and restaurants.

- Integration and Launch Process:
  1. Merchant adds a Citcon tender on POS checkout screen
  2. Citcon configures POS for each store – 2 days

- Steps for associates to accept payments:
  1. Step 1: Click Citcon icon on POS checkout page
  2. Step 2: Use Citcon scanner to scan consumer wallet
  3. Step 3: Use merchant’s own scanner to scan Citcon receipt’s barcode and store the transaction ID (12 digits) into the POS
  4. Step 4: Complete the transaction

- Android based hand-held unit (a bit bigger than iPhone plus)
- WiFi or 3G (GSM) connected

Year over Year, Chinese spending increased by 5 points post the launch Vs the growth rate before the launch
Case Study 2: Full POS Integration

A leading Duty Free provider partnered with Citcon to bring China payments to its luxury stores globally

- Launched in-store payments and also WeChat mini program with China payments. Now live in over 150 stores in 5 airports and one shopping mall.

- Integration and Launch Process:
  1. Citcon API Integration via Citcon POS plug-in – 1 Week
  2. Citcon provides onsite and/or webinar training

- Steps for associates to accept payments:
  1. Click Citcon icon on POS checkout page
  2. Use store scanner to scan consumer wallet
  3. Complete the transaction

16% lift on Chinese spending during the pilot, which leads to full launch.
Alipay Discover Platform Example
Caesars Entertainment Group

Discover Platform
City Main Page

CA Dedicated Promotion Page

Recommend: Food & Retail & Show

Merchant page: Coupon and detail info
“...partnering with Citcon to accept WeChat Pay in multiple payment scenarios allows us to provide an integral and seamless payment experience that Chinese consumers are familiar and comfortable with.”

--- Mike Osorio

President Americas, Pacific Islands, Japan
Thank You!

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