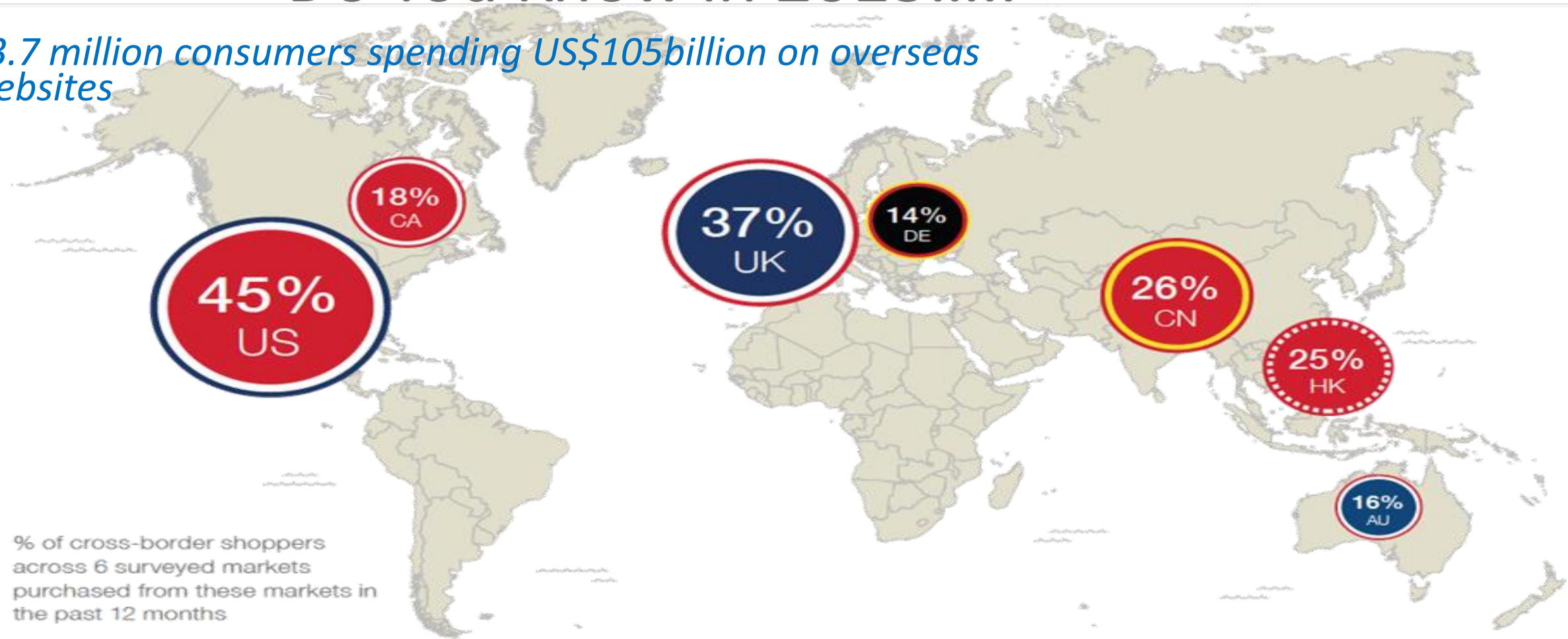


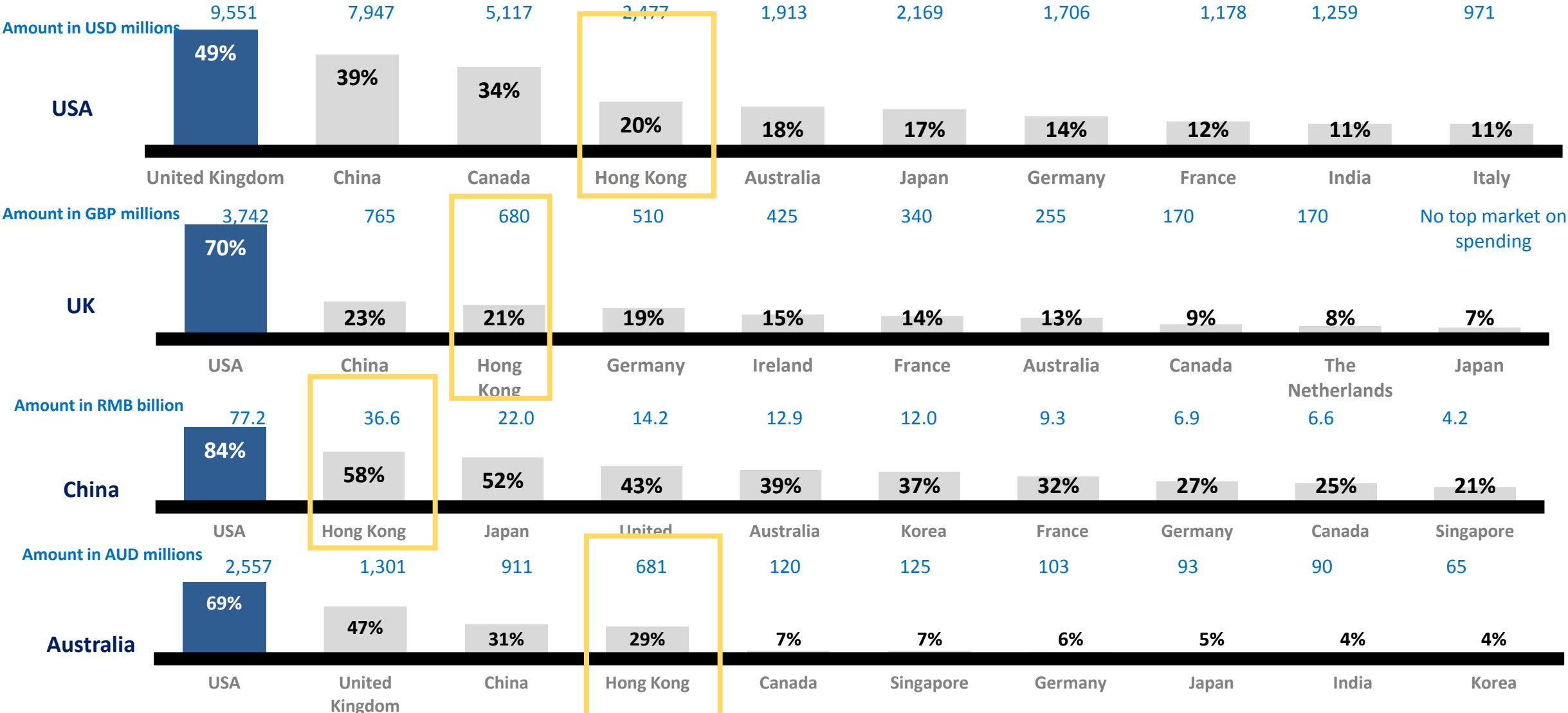
E-Commerce Figures & Trends

Do You Know in 2013.....

93.7 million consumers spending US\$105billion on overseas websites



Top 10 Overseas Markets Purchased From



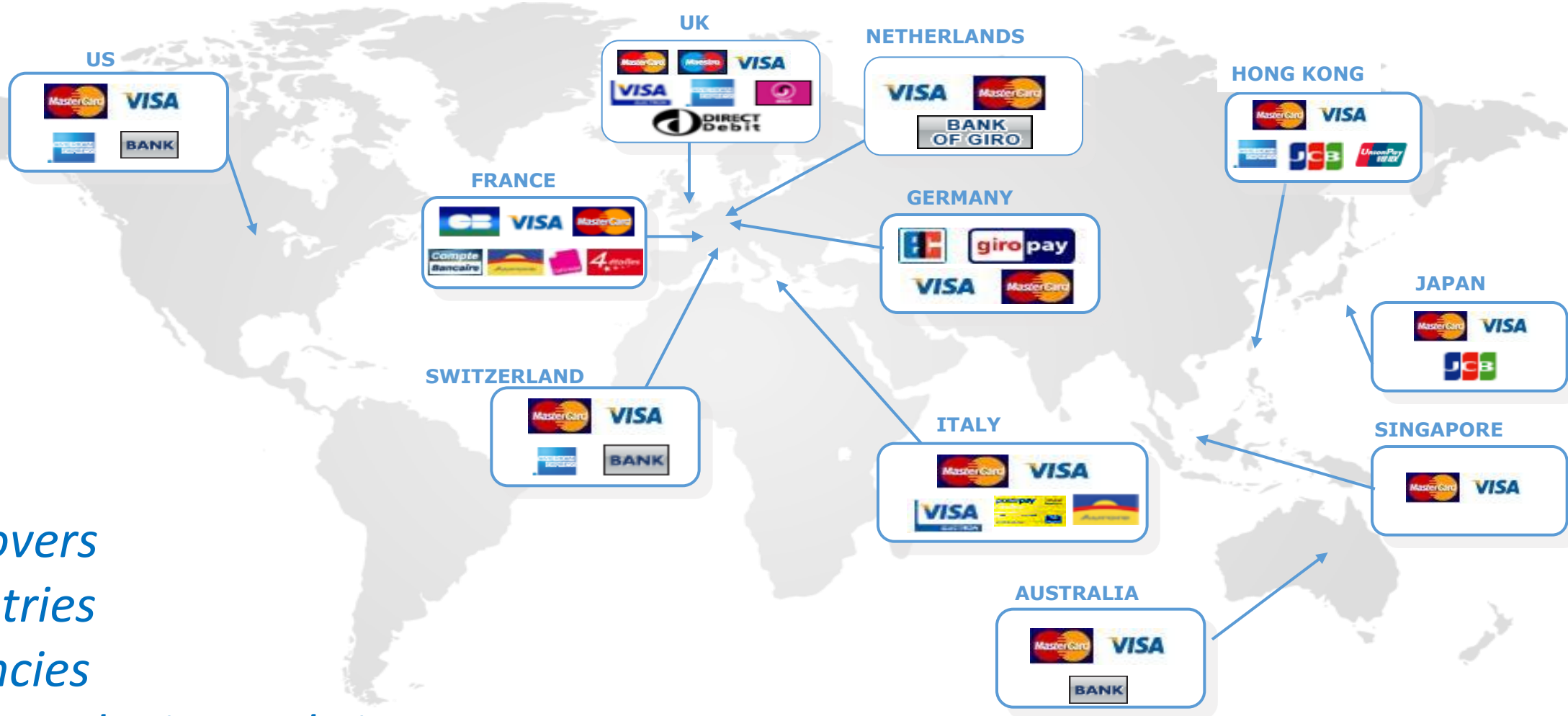
WHAT ARE BEING SOLD ?

TOP FIVE CROSS-BORDER SHOPPING CATEGORIES OVER PAST 12 MONTHS



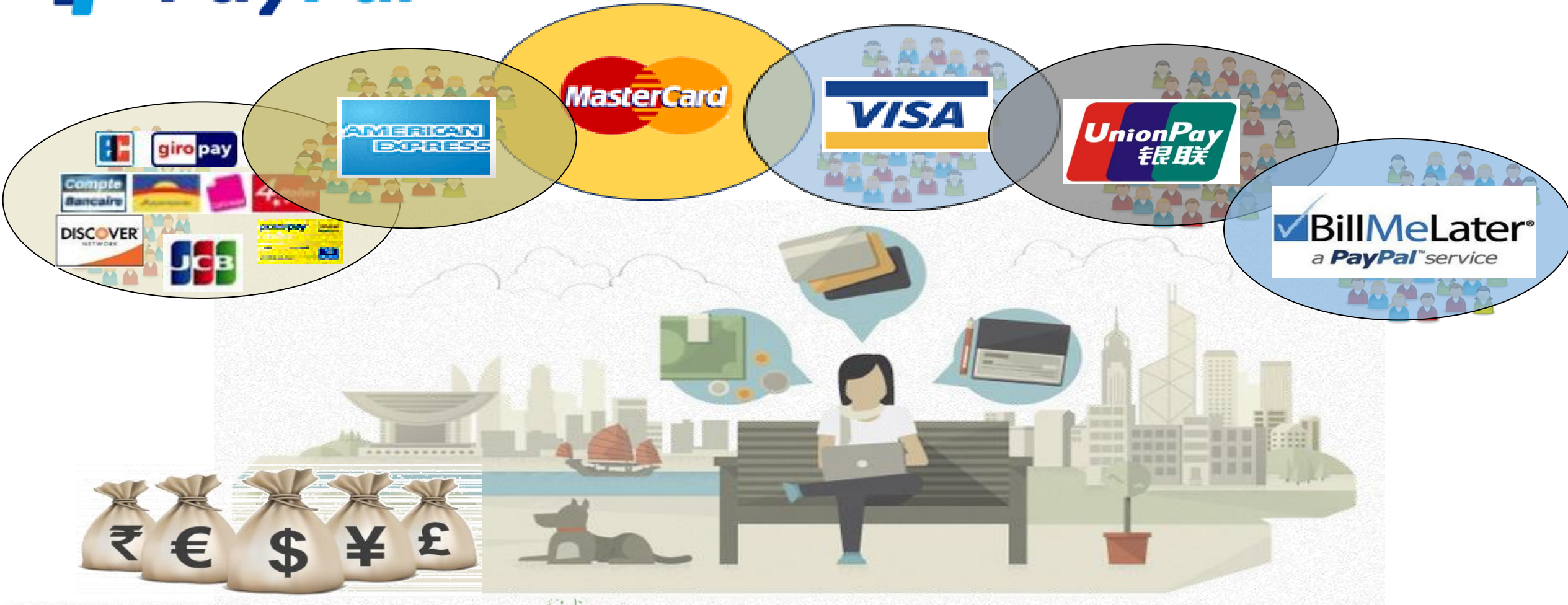
PayPal Enabled E-Commerce

Global Coverage



*PayPal Covers
203 Countries
26 Currencies
+80 local marketing websites
+ 140 million active users*

Cards Acceptance



Consumers' Concerns & Preferences for E-Commerce

Cross-Border Shopping & Payment References



Top reason for buying online is “To Save Money”



More variety that can't be found locally



Shoppers cite fear of identity theft & fraud



Buyer protection is very important. 81% shoppers are willing to make a purchase because they are covered by PayPal's buyer protection policy



PayPal is the top payment method,

Type Of Cross-Border Shopper



Fearless Adventurers

Like to be different



Efficient Explorers

Busy people, convenient is important



Value Voyagers

Love shopping & tracking the latest trends



Safety Seekers

Shop from sellers with a return policy



Deal Hunters

Spot a bargain or lower price

Percentage of Overseas Online Spend

30%

27%

21%

12%

10%

Percentage of Cross-Border Shoppers

13%

16%

25%

23%

23%

PayPal Accommodates Consumer's Needs



How Does PayPal Works

Funding source

Buyers choose how they want to pay:



Credit Card

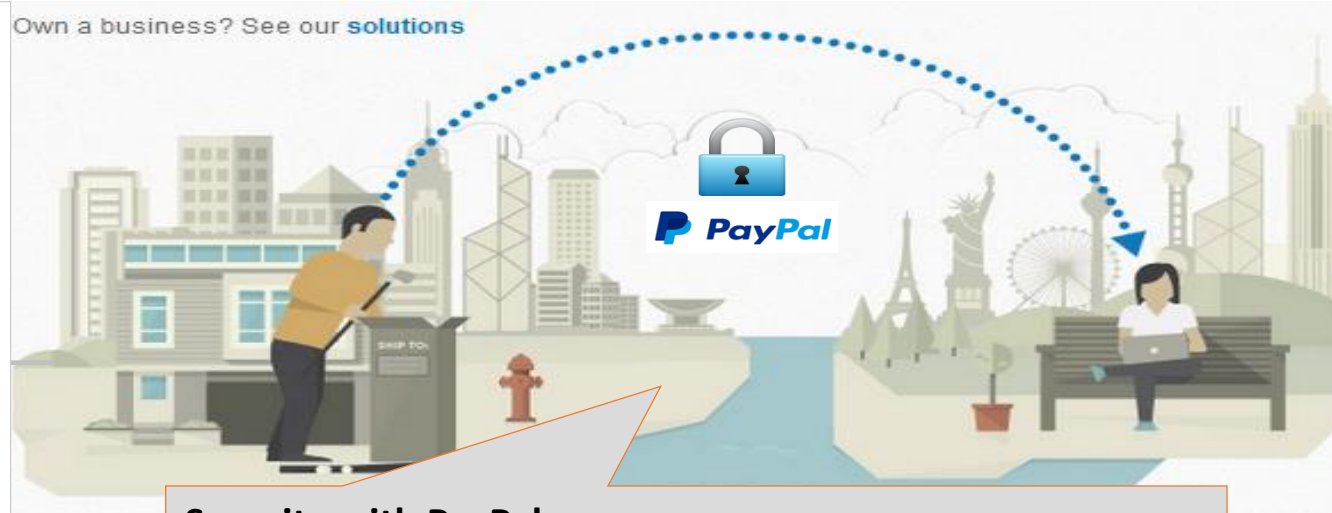


Top up my Account



PayPal Balance

Own a business? See our [solutions](#)



Security with PayPal:

- 24X7, 3000+ Fraud Specialists
- We store sensitive customer data
- PayPal helps to resolves issues

Withdrawal Options

Sellers choose how to use the funds they receive:



Transfer to Bank account



PayPal Balance



On-Line shopping

PayPal Protection for Buyers and Sellers

Buying Safely

- Protection for unauthorized transactions
- Refunds for incorrect orders
- A responsive support team



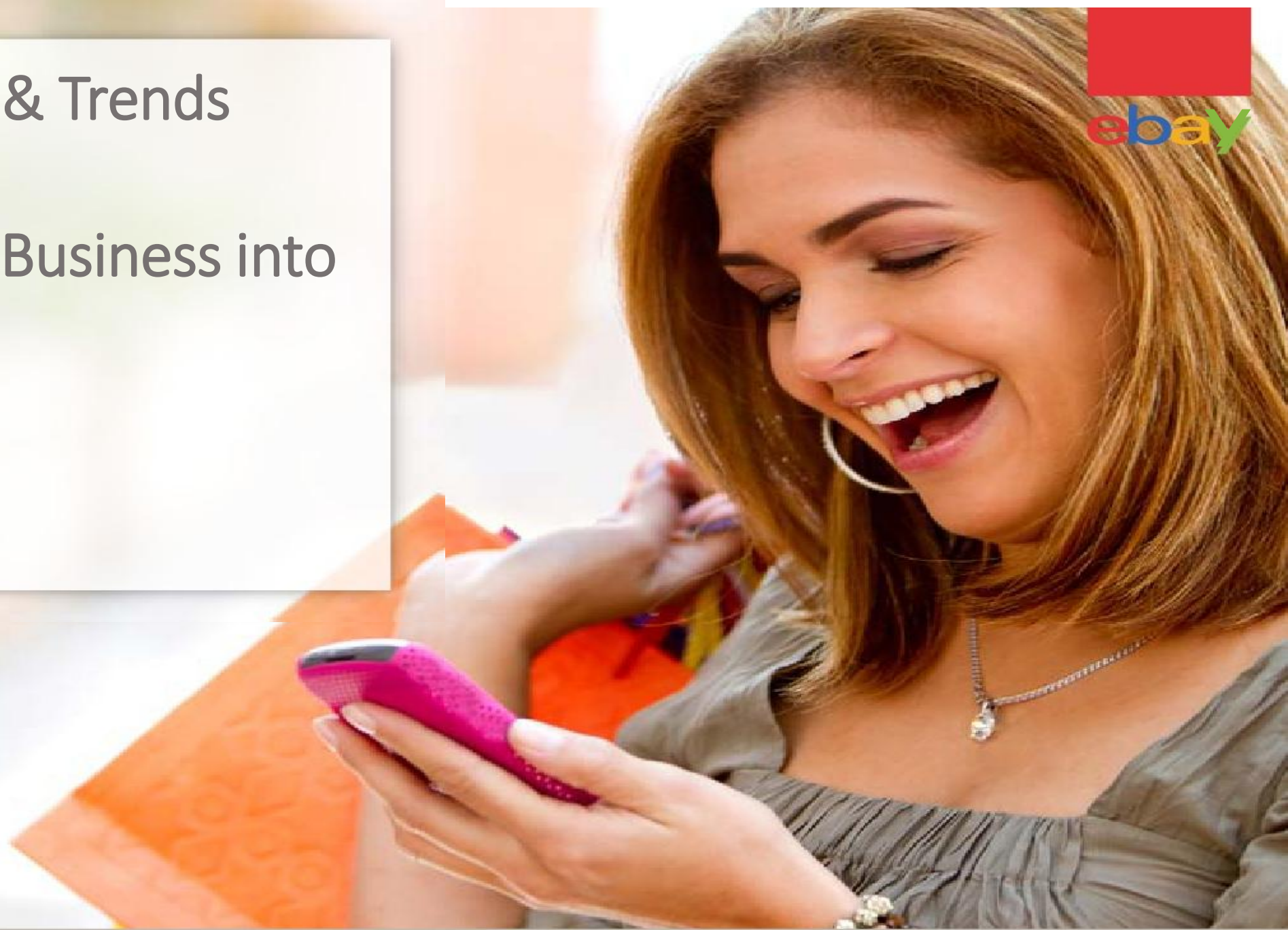
Selling Safely





- Protected with our latest fraud prevention technology, including 24/7 account monitoring by a dedicated team of security specialists
- Unauthorized transaction (For example, payments made with stolen credit or debit cards)
- Item not received claims

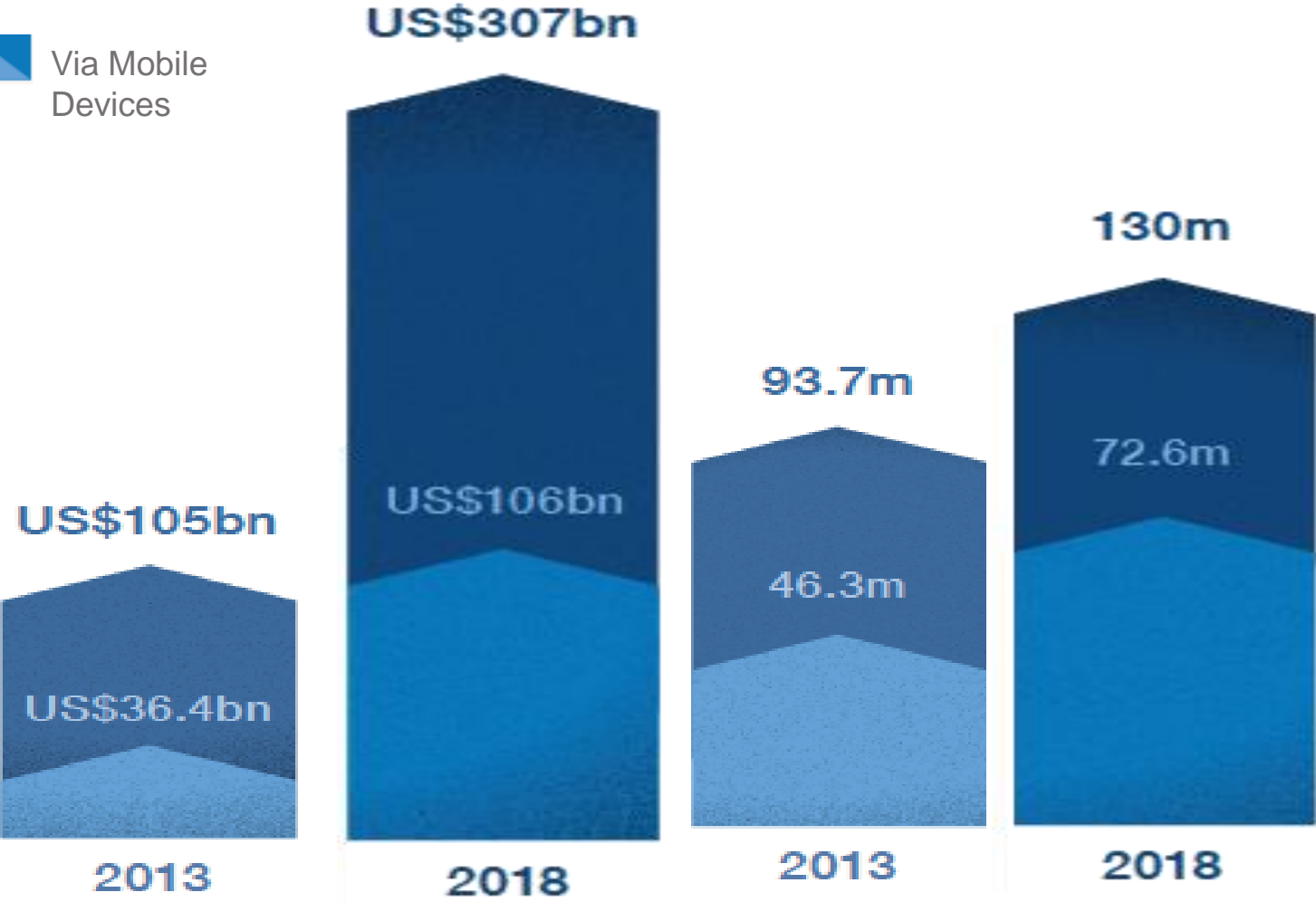
Mobilization & Trends

Expand Your Business into Mobile



Cross-Border Online & Mobile Shopping 5 Year Growth Trends Across 6 Markets

 Total
 Via Mobile Devices

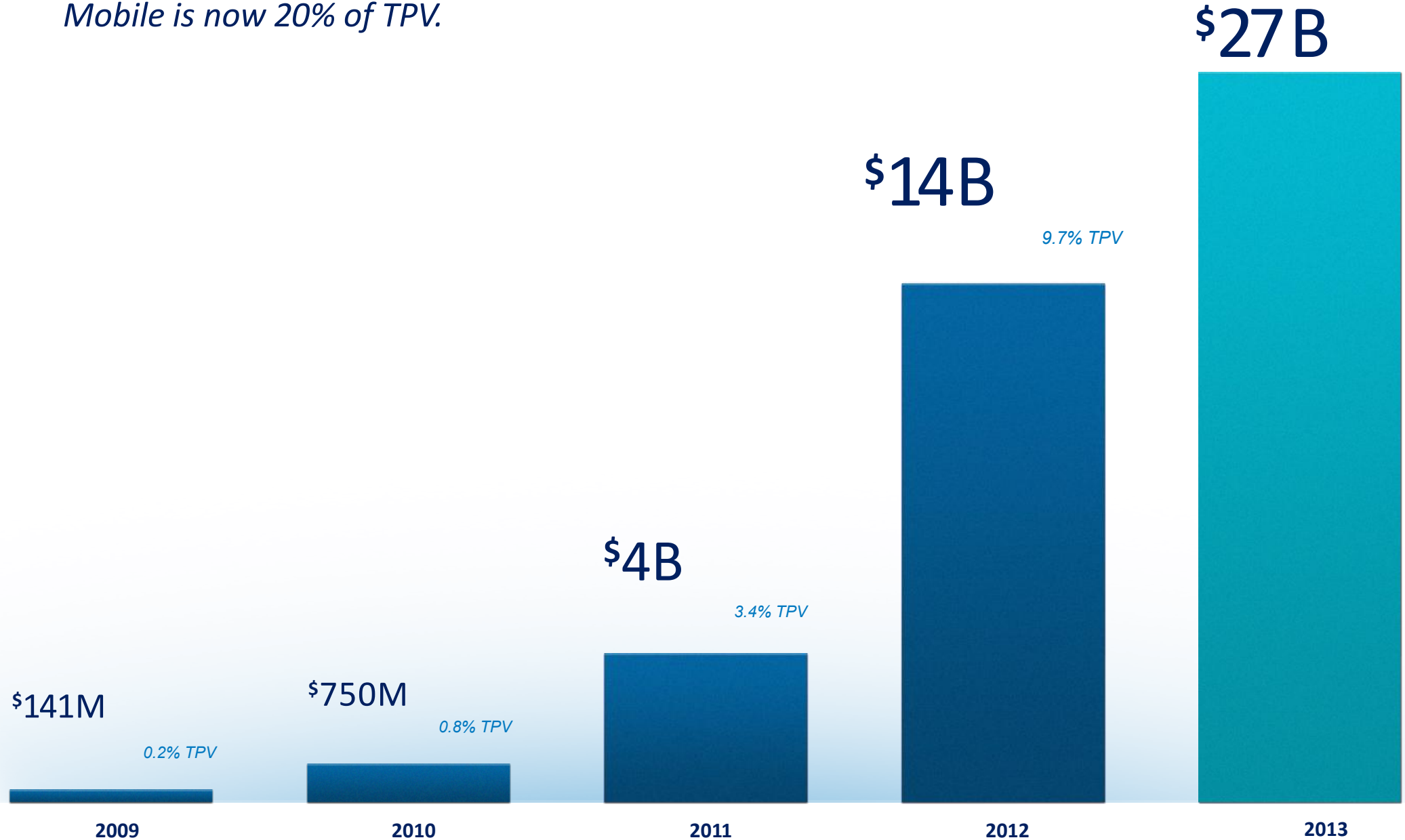


The value will grow by nearly 200% from US\$105bn to US\$307bn. Mobile from US\$36.4bn to US\$106bn

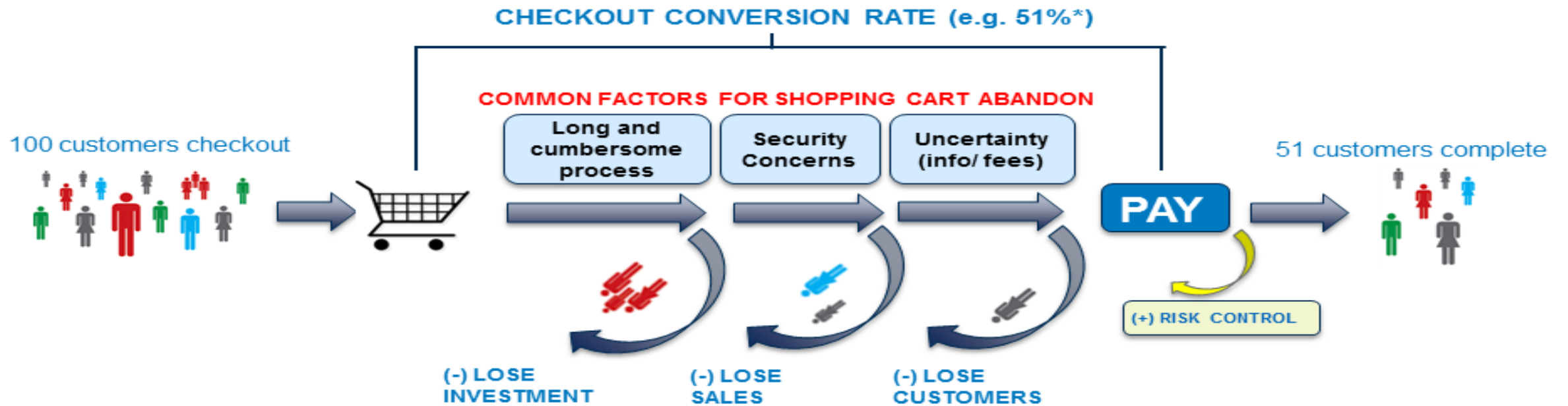
The number of consumers will increase by over 38% from 93.7m to 130m. Mobile increase 57% from 46.3m to 72.6m

PayPal Total Payment Volume from Remote Mobile Transactions

Mobile is now 20% of TPV.

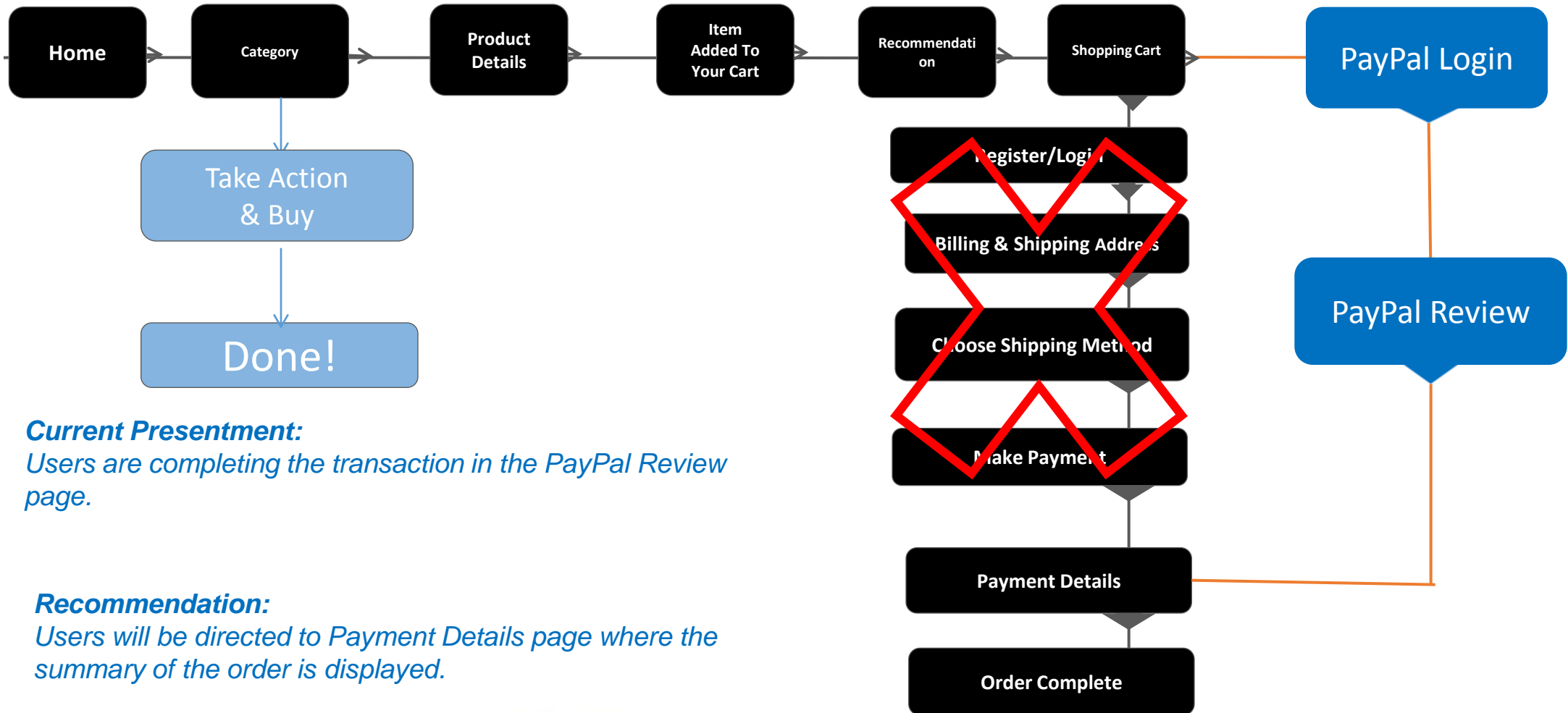


What Is Conversion Ratio?



Flow : PayPal from Shopping Cart

PAYPAL EXPRESS CHECKOUT SHORTCUT



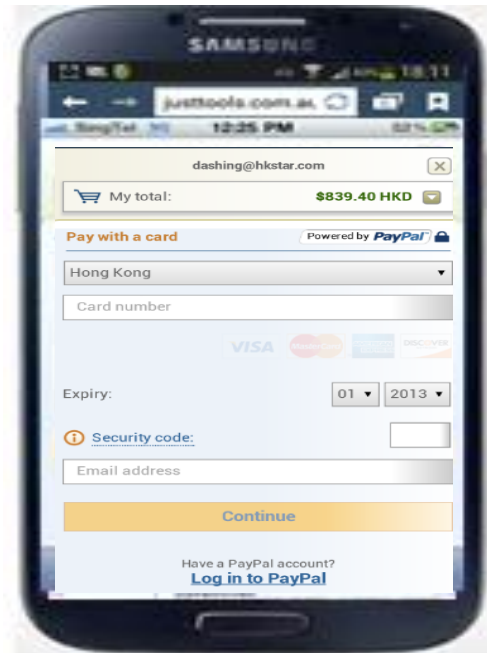
Current Presentment:

Users are completing the transaction in the PayPal Review page.

Recommendation:

Users will be directed to Payment Details page where the summary of the order is displayed.

Automatic Mobilization Checkout



1

Select PayPal at Checkout.



2

Log in to PayPal.

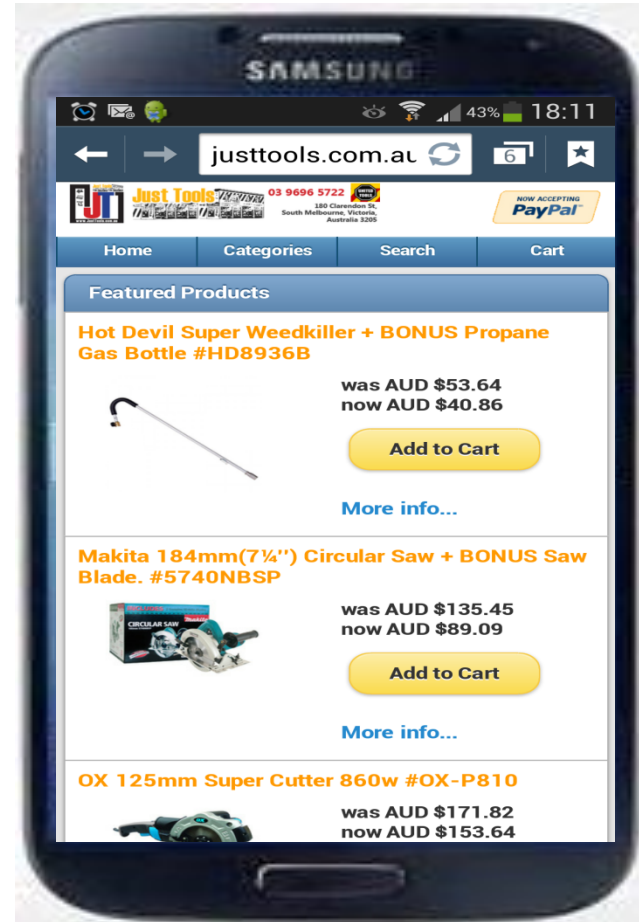


3

Confirm their shipping address and payment method.

Accept Mobile Payments in 3 Clicks

Why A Mobile Site Is Need ?!



- Increase mobile sales volume by 3 times
- Reduce drop off rates from 70% to 30%
- 10% overall sales uplift

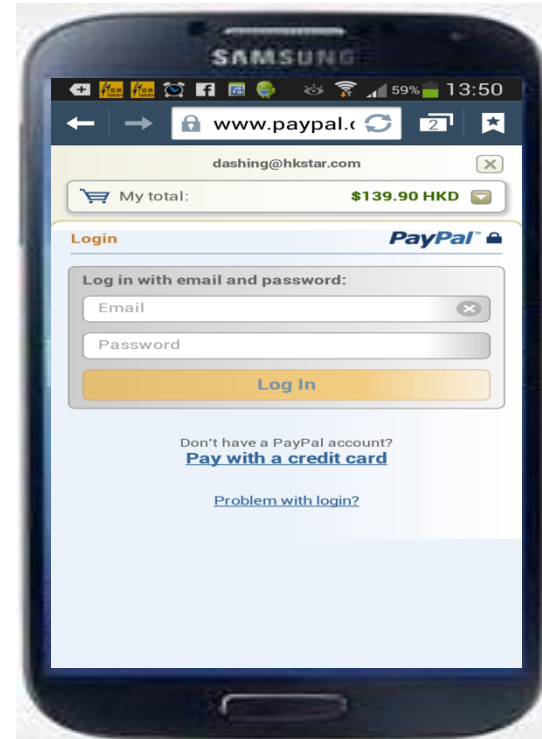
Diff. Mobile Payment Checkout



**No PayPal
No Mobilization**



**No PayPal
But Mobilized**



PayPal Mobilization

*Reduced drop-off rate tremendously
from 63% to 9%*

*Increased pages per visit
from 2.85 to 6.19*

*Increased time on site 3:05 mins
to 5:48 mins*

6X increase in mobile conversion

Multi Channel Payment Solutions

Multi Channel in Generating Your Business



Pay Now



Pay Now



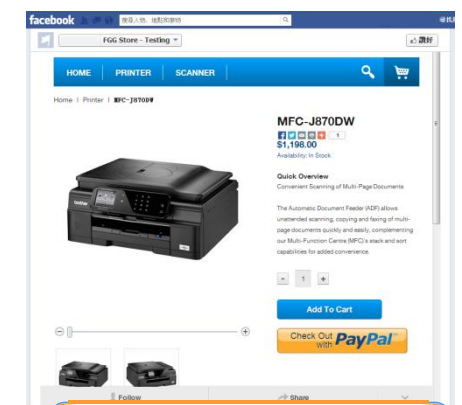
Pay Now



Pay Now



Pay Now



Pay Now

Google

Pay Now



Commerce Funnel & Market Concept



Sell Online

Offer an express checkout through API integration



Your HomeSite MERCHANTS

Your order summary

Description	Amount
Cart Value Glass Holder	\$32.95
Item # 251	Item Price: \$32.95
Qty: 1	Update Remove
Order total	\$32.95
Shipping and handling to 95131 Canada	\$5.00
Total	\$37.95 USD

PayPal protects your privacy and security. For more information, read our [User Agreement](#) and [Privacy Policy](#).

Choose a way to pay

Pay with my PayPal account

Email:

Password:

[LOG IN](#)

Forgot email address or password?

Pay with a debit or credit card

If you don't have a PayPal account

[Cancel and return to homesitemerchants.net](#)

Your order summary

Descriptions	Amount
Phone	\$5.00
Item Price: \$5.00	Quantity: 1
Item total	\$5.00
Total	\$5.00 HKD

Review your information

[Pay Now](#)

Special instructions

Personal message type here [Add](#)

Payment methods [Change](#)

VISA Debit/Credit Card: Visa XXXX-XXXX-XXXX-5611 \$5.00 HKD

This transaction will appear on your bill as PAYPAL.

[PayPal gift card, certificate, reward or other discount](#) [Redeem](#)

Contact information

gabrielton@gmail.com

[Pay Now](#)

Your HomeSite MERCHANTS

You made a payment of \$37.95

[Print detailed receipt](#)

Paid to HomeSite Merchants

1234 Market Street
San Francisco CA 94000
415-111-1111

Ship-To address

Pat Smith
2211 N First Street
San Jose, CA 95131

Shipping information

Ground service

Thank you for your payment

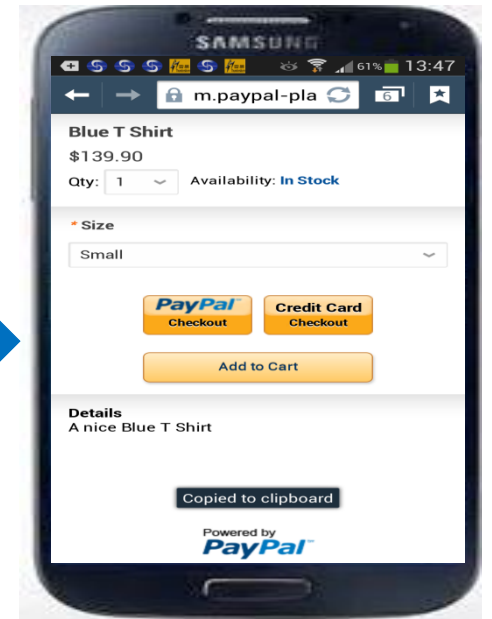
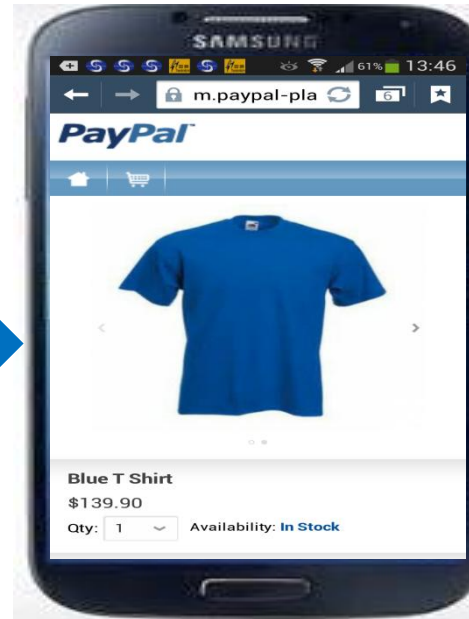
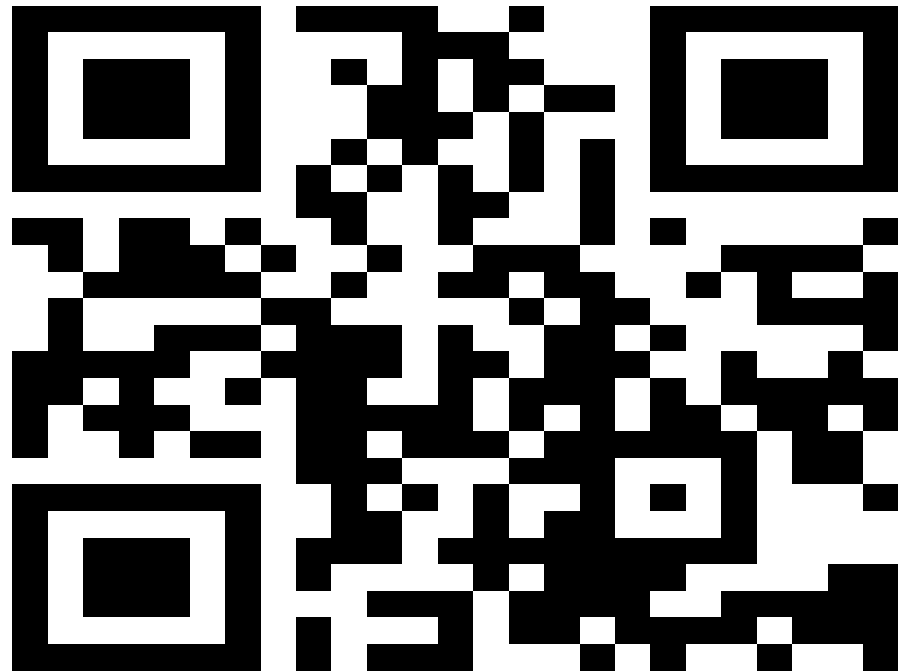
[PayPal](#)

Pat, you've completed your payment. Your confirmation number is 12345

An email confirmation was sent to patsmith@yahoo.com. This transaction will appear on your statement as HomeSite Merchants.

[Return to HomeSite Merchants](#)

QR Code - “Scan to Pay” Checkout



PayPal Virtual Terminal (VT)

- Best partner in trade show/ exhibition /Outdoor



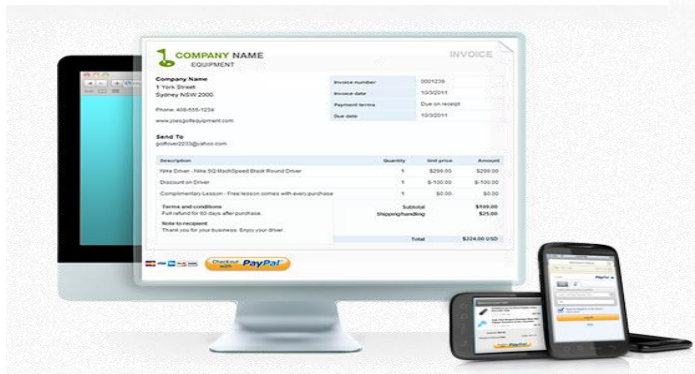
Mobile VT Pilot



Email Invoicing



Create professional invoices.



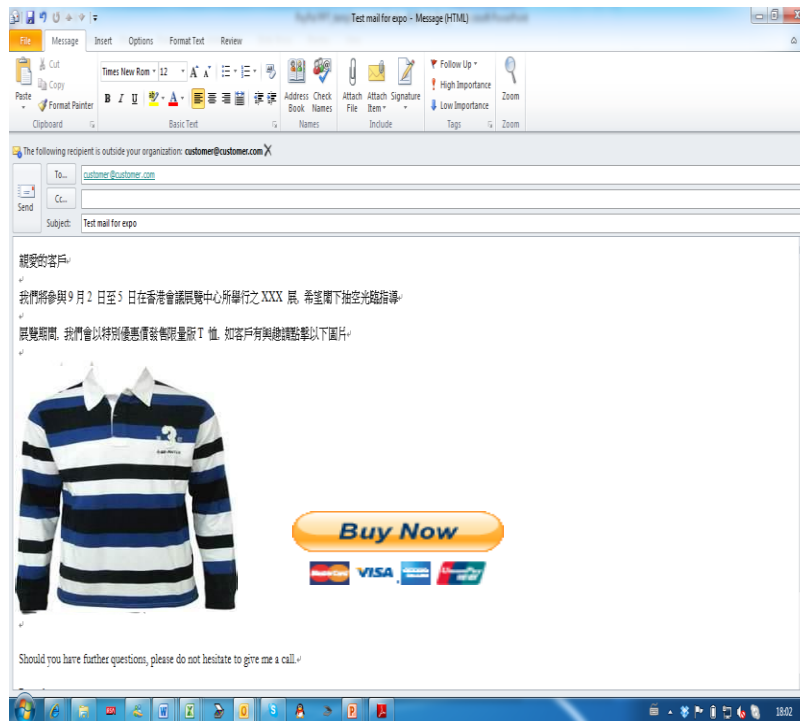
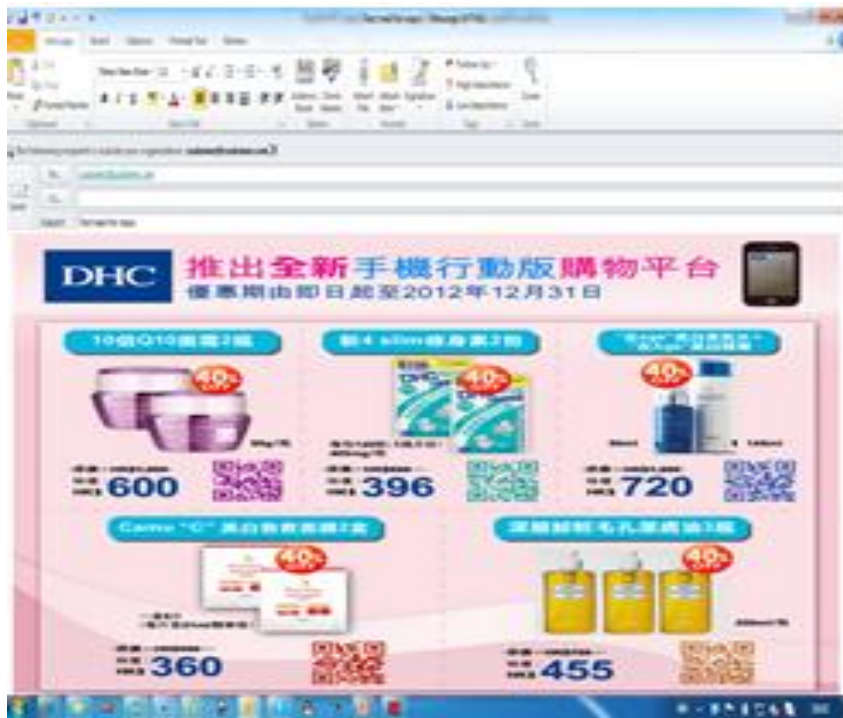
Use your computer, smartphone or tablet to email professional invoices in minutes.



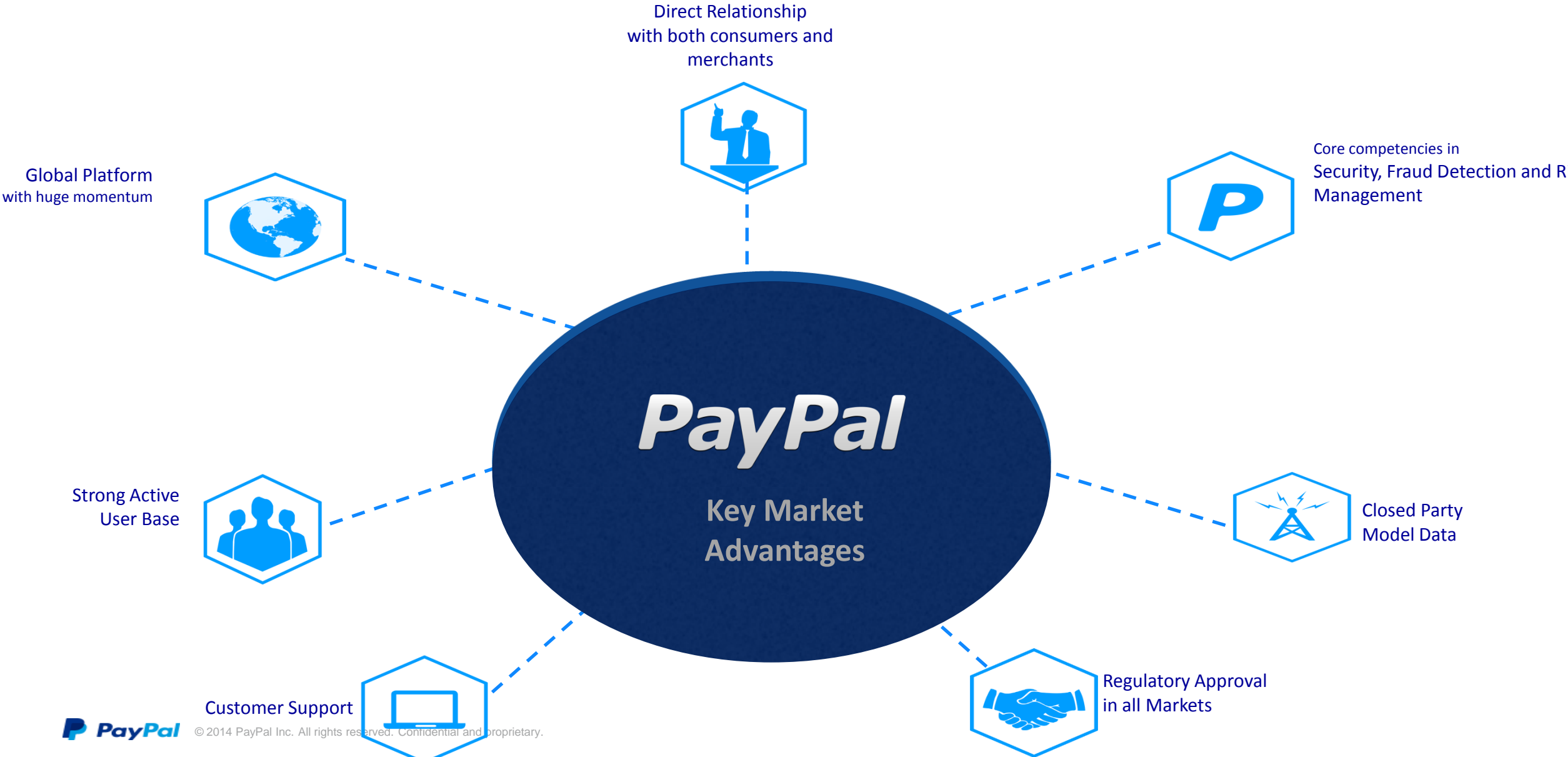
Once the buyer pays you, we notify you, and the payment is transferred into your PayPal account instantly.

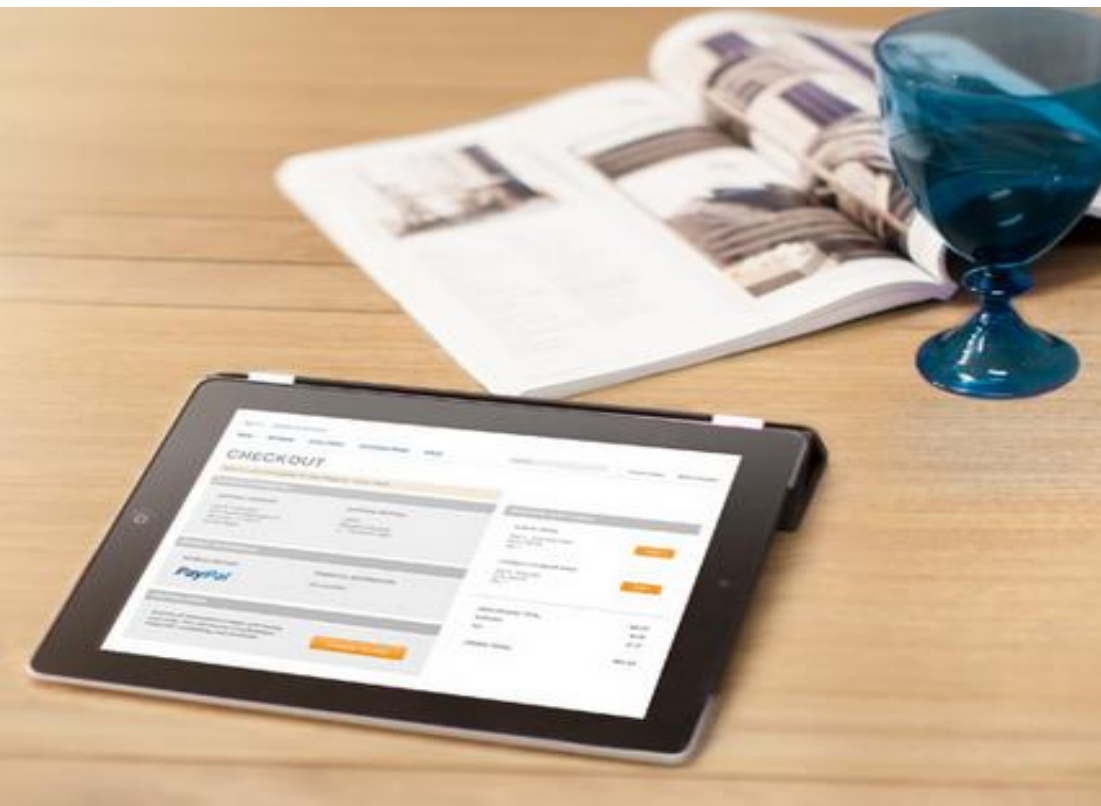
Direct Marketing with Checkout Function

By sending e-DM, customer can be informed / Make orders Directly



Key Market Advantages





Fees 收費	Typical Merchant Account 一般商業帳戶	PayPal™
Transaction Fees 交易費	\$	\$
Gateway Fees 付款閘道費用	\$	—
Monthly Fees 月費	\$	—
One-off Setup Fees 一次性設定費	\$	—
Fees Associated With Fraud Proecton 防範欺詐費用	\$	—

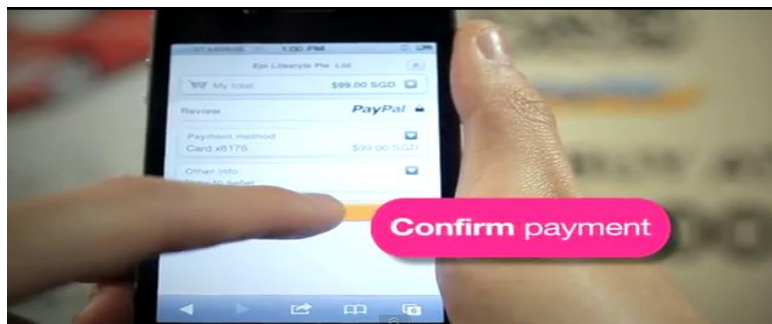
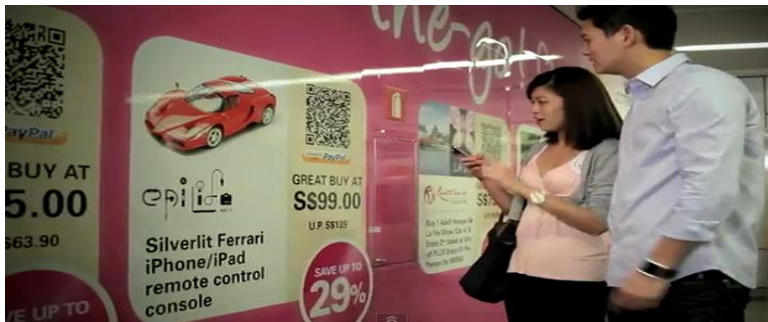


- *No setup charges or monthly fees**
- *Minimize Total Cost*
- *Start Accepting Payments in Just Minutes*

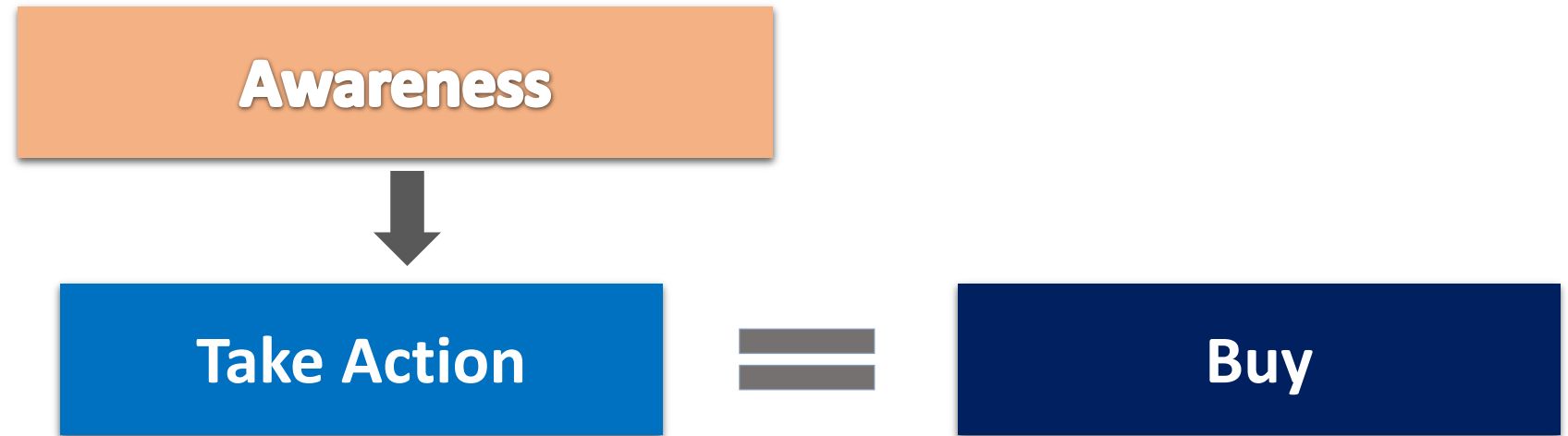
Showcases

Scan to Buy Solution

- Singapore Subway
- <https://www.youtube.com/watch?v=IOjRltIXABg>

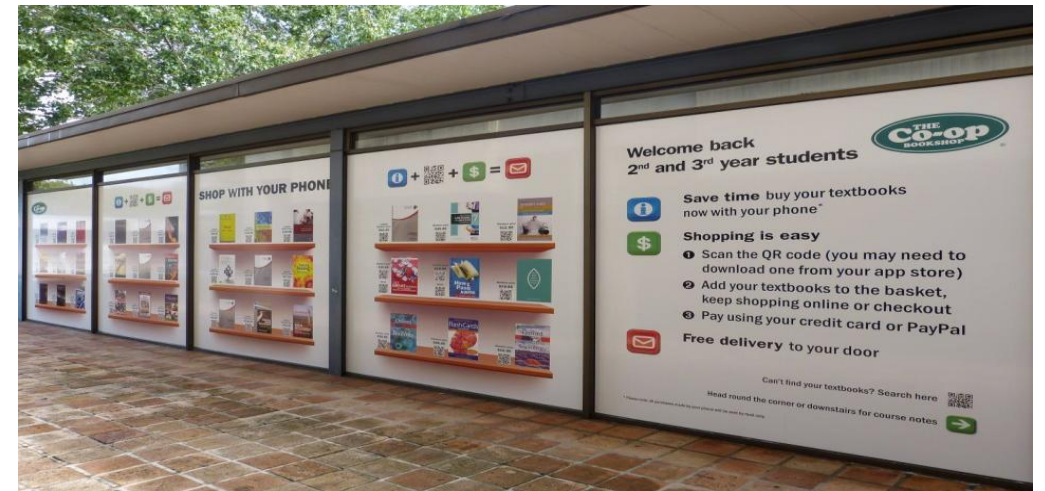


Turn Awareness into Purchase



Informative Platform

Virtual Store



Immediately Leverage The Platform to Drive Monetization on Print Media Assets



500 +
TX's in 3
week trial



SPEEDY MAKEOVER SPECIAL

HAIR SOLUTIONS

Don't leave your hair problems till it's too late. Let help you

Treatment using the CRTS machine

...hair the hair rhonding, perhaps, use and shy, silky vide just hing for

(CRTS) to enhance the effect of its signature product. CRTS combines two electric currents to penetrate deep into the scalp for stimulation of hair follicles and sebaceous glands. This helps to improve arterial capillary and lymphatic micro-circulation, as well as accelerate metabolism on the basal layers of the epidermis and scalp. Post-treatment benefits include hair regeneration, as well as a healthier and stronger scalp.

So if you're looking for a one-stop solution to help with your hair and scalp concerns, try Hair Sciences.

omised 'reatment ry system

www.hairsciences.biz or call 6100 1699 to find out more.

PROMO
First 100 readers enjoy two Customised Scalp and Hair Restoration Treatments, plus a Meridian points head and shoulder massage at \$29.90 (U.P. \$400). Call 6100 1698 to make your appointment. T&Cs apply. In addition, like the Hair Sciences Facebook fan page and get a free Hair Restoration Shampoo (20 ml).

To purchase a treatment, download any QR reader app and scan product QR code

PayPal

Scan and Checkout with PayPal

www.hairsciences.biz or call 6100 1699 to find out more.

Hair sciences

COURTS

For celebratory star 38th Anniversary, think outside the box of your ordinary... for a different kind of celebration!

Scan and Checkout with PayPal

Newspaper and Magazine use cases

Scan to Pay Campaign



Restaurant

Mobile & Print Media

brother. at your side

— SCAN 即享 WiFi 流動新體驗

Brother M-Shop LIMITED SPECIAL



推廣日期：由即日起至2012年10月31日

至抵WiFi多功能彩色打印機
DCP-J140W

M-Shop 限定價 **\$498**
(原價\$598)
限售100部



結合輕巧型打印、影印、掃描及WiFi無線網絡於一身，加上其專為iOS及Android流動通訊設備而設的打印及掃描應用程式，自然成為家庭及辦公室用家的不二之選。即時透過QR Code 掃描訂購DCP-J140W，更送免費Wi-Fi，即享WiFi流動打印新體驗。(數量有限，售完即止)

推廣期內請親臨各款別注印機身貼紙！

Hotline: 3167 0500 Website: eshop.brother.com.hk

年度最大膽 最觸目搖滾企劃

Punk Rock 狂霸

GREEN DAY

激發空前耐意 力量爆棚三部曲鉅作

¡UNO! **¡DOS!** **¡TRES!**

打頭陣專輯 **¡UNO!** 收錄人氣作品：
空降全場銷量冠軍搖滾冠軍
Oh Love
你假不假無完備
Kill The DJ



History Brother International...

brother. at your side

English



DCP-J140W / Print From Anywhere In Your Office With This Compact, WiFi Inkjet Multi-

History Brother International...

DCP-J140W / Print From Anywhere In Your Office With This Compact, WiFi Inkjet Multi-Function Centres

Regular Price: HK\$598.00
Special Price: **HK\$498.00**

Qty: 1 Availability: **In Stock**

PayPal Checkout Credit Card Checkout

Add to Cart

Details

History 手機快速結帳 - PayPal

BROTHER INTERNATIONAL (HK) LTD

我的總計: **\$598.00 HKD**

登入 PayPal

用電子郵件與密碼登入:

電子郵件
密碼

登入

沒有 PayPal 帳戶?
使用信用卡付款

https://m.paypa

hmv www.hmv.com.hk



¡UNO! by Green Day
\$99.00

Qty: 1 Availability: **In Stock**

PayPal Checkout Credit Card Checkout

https://mobile.p

HMV HONG KONG LIMITED

My total: **\$99.00 HKD**

Login PayPal

Log in with email and password:

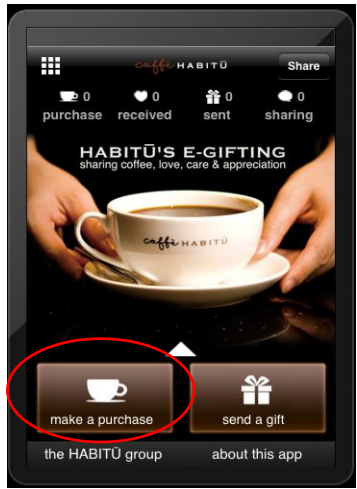
Email
Password

Log In

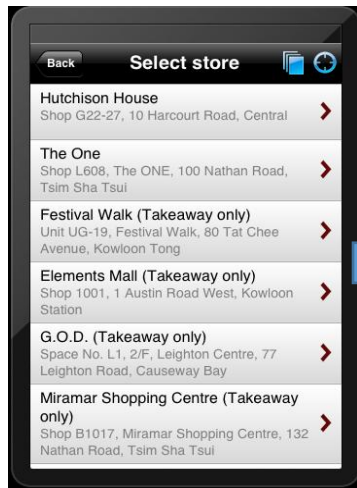
Don't have a PayPal account?
[Pay with a credit card](#)

[Problem with login?](#)

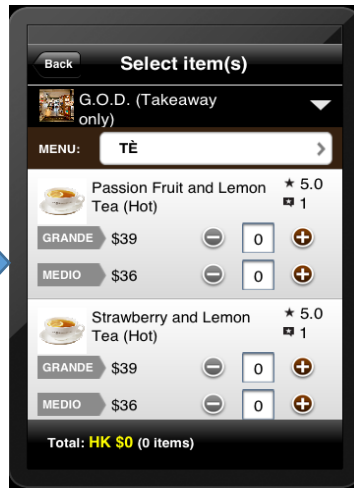
Food & Beverage



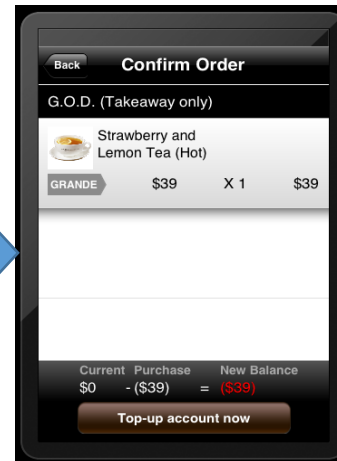
Start "order" your coffee by click "make a purchase"



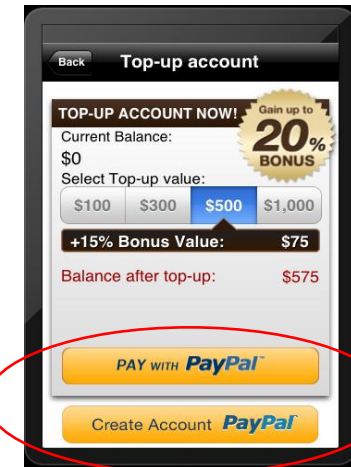
Choose your pick-up location



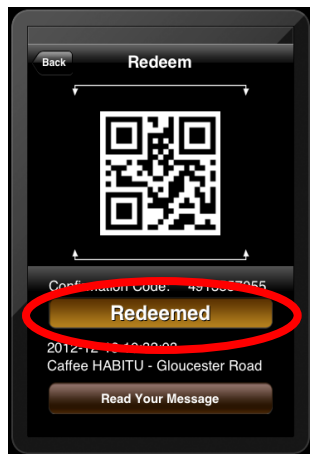
Choose your coffee



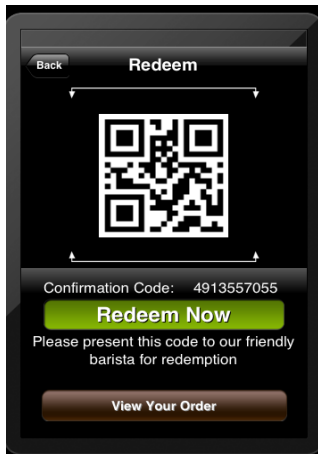
Pay with your balance or top up via PayPal



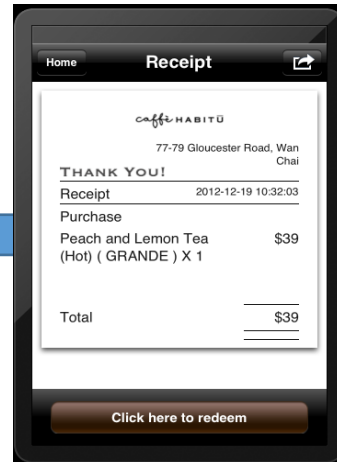
Select how much you want and pay via PayPal



QR status will change after goods redeemed



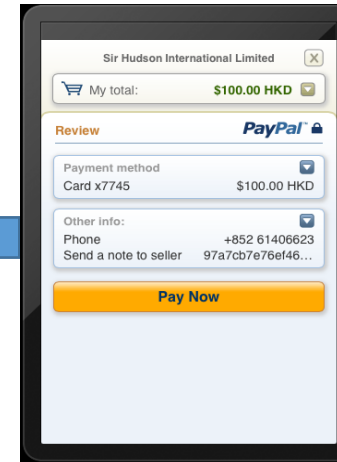
The barista will scan the QR and serve you



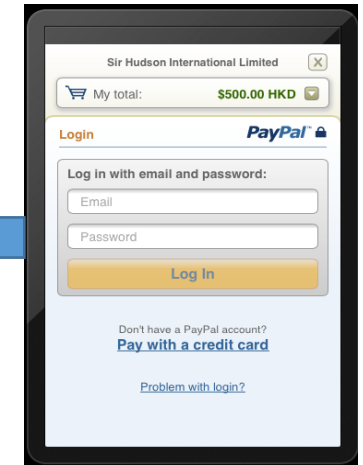
Bring along redeem coupon to shop to redeem your drink



Top up successful



Pay with Paypal



It Brings to our mobile EC checkout page

Social Media Campaign



Ocean Park launched a pilot campaign in selling annual pass with 20% off offer on their Facebook fan pages, it is first theme park in Hong Kong to leverage PayPal mobile payment platform to drive traffic and business. Shoppers and tourists can enjoy the offers via Ocean Park fan pages.

<https://www.buys.hk/demo/>

PayPal Discounted Merchant Rates

Monthly sales volume	Website, invoice and email payments ¹	
	Hong Kong customers (per transaction)	Overseas customers (per transaction)
Up to \$25,000 HKD	3.9% + \$2.35 HKD	4.4% + fixed fee based on the currency received ²
\$25,000.01 – \$75,000 HKD	3.4% + \$2.35 HKD	3.9% + fixed fee based on the currency received ^{2*}
\$75,000.01 – \$750,000 HKD	3.2% + \$2.35 HKD	3.7% + fixed fee based on the currency received ^{2*}
\$750,000.01 HKD and over	2.9% + \$2.35 HKD	3.4% + fixed fee based on the currency received ^{2*}

1 Excluding Website Payments Pro – Hosted Solution, Virtual Terminal and carrier billing products.

2 For example, for payments received in USD, the fixed fee is \$0.30 USD.

* Merchant Rate qualification required.

PayPal Withdrawal Fees

Withdraw your PayPal balance to your dedicated bank account

- According to your instruction, you can withdraw your money to your bank anytime.

Withdrawal option	Processing time	Fees
Withdraw to HK local bank account	3-6 working days	Free – If \$1,000.00 HKD or more is withdrawn HK\$3.50 – If \$1,000.00 HKD or less is withdrawn
Withdraw to US bank account	3-4 working days	Free

Q & A



THANK YOU