

The smart life in China

Life is changing...

Catering Payment



Before



After

Vending Machine



Before



After

Parking Payment



Before



After

Bus ticket Payment



Before

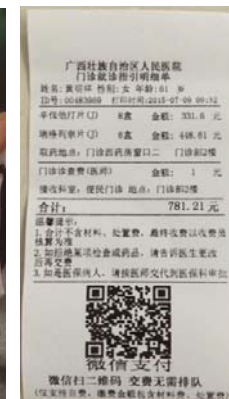


After

Medical Payment



Before



After

Gas station payment



Before



After

2017 MOBILE PAYMENT USAGE IN CHINA REPORT

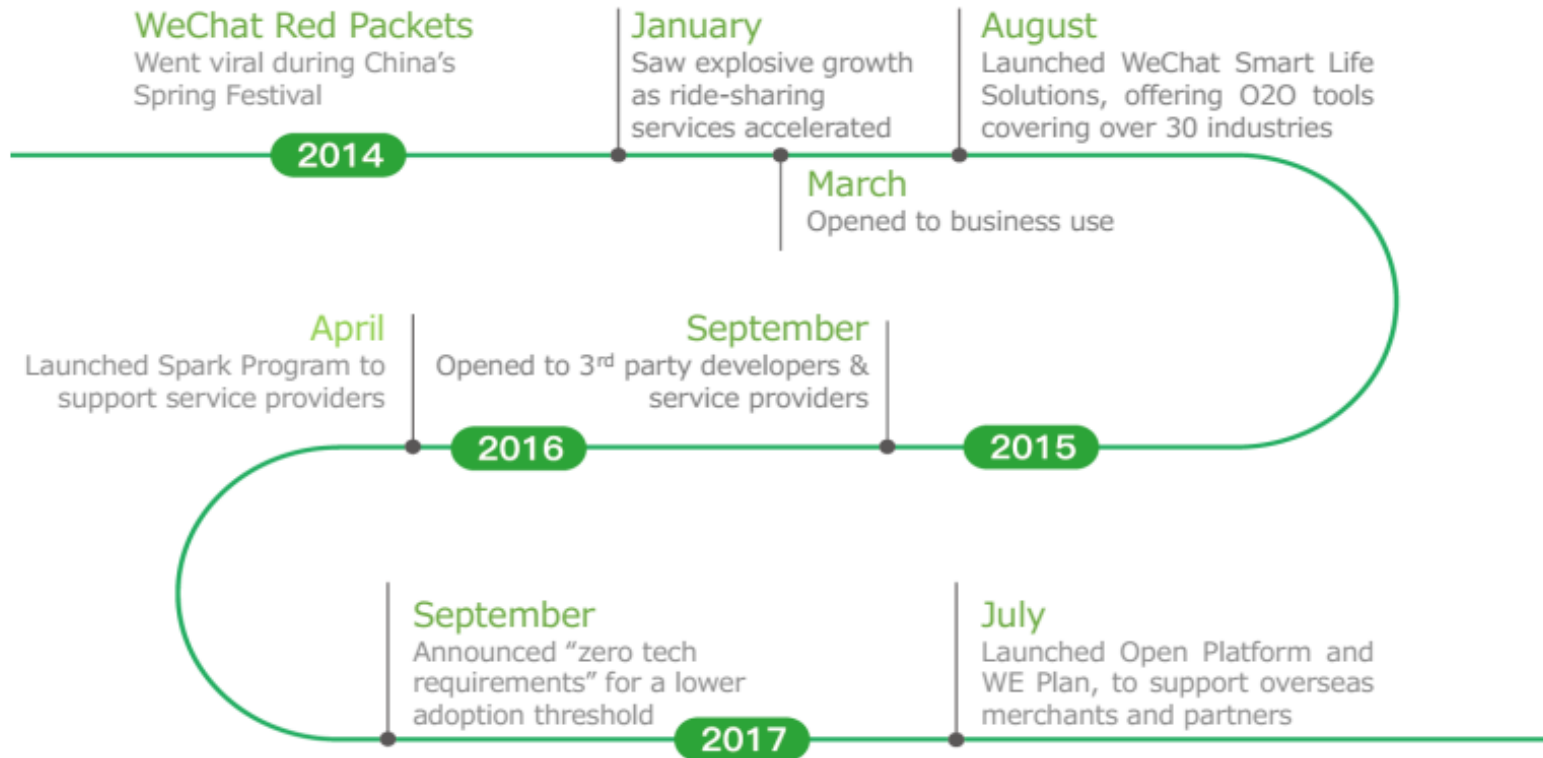
Smart Life: A Cashless Reality
September 2017

Tencent 腾讯



For any inquiry about this report, please
contact us via liwan@tencent.com.

WeChat Pay & Smart Life



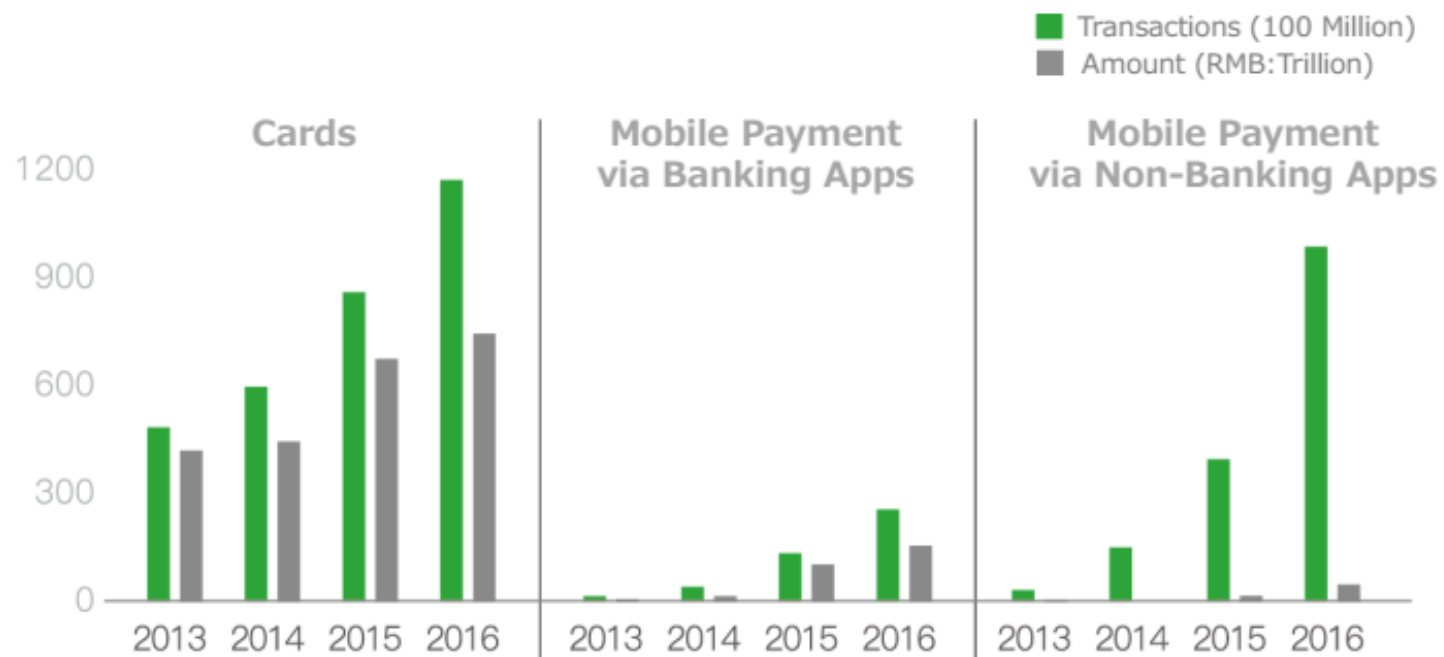
MOBILE PAYMENT CONNECTS BUSINESSES AND USERS

WeChat Pay Adoption in China



WeChat Pay is now the core of WeChat's "Smart Life Solution", which has been adopted by millions of stores in more than 30 different industries.

THE DEVELOPMENT OF CASHLESS PAYMENTS IN CHINA: 2013-2016



HOW DO YOU FEEL IF YOU DON'T CARRY ANY CASH?

"I'd be concerned all-day that there'd be a situation requiring cash."



12%

Concerned



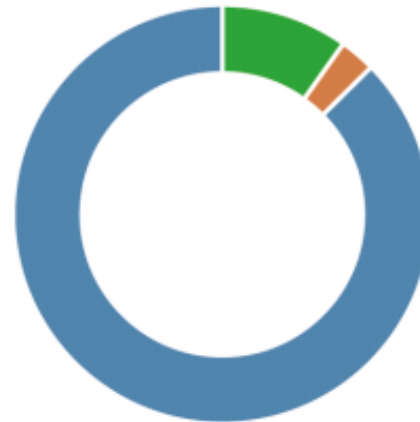
4%

Refusal

"It's not acceptable. I must go home or to an ATM."


84%
Calm

"Whatever, I can use mobile payments."



SMART LIFE · DINING

ALMOST ALL DINING ESTABLISHMENTS ACCEPT MOBILE PAYMENTS



Dining

- Mobile payments
- Cash
- Credit card

% by payment method

In China, every segment of the dining industry has adopted mobile payments, with fast-food chains having the highest usage. Even street food stands today accept mobile payments, thereby increasing the trust between vendors and customers.



SMART LIFE · RETAIL

PENETRATION OF MOBILE PAYMENTS VARY ACROSS RETAIL SECTORS



Retail

■ Mobile payment
■ Cash
■ Credit card
% by payment method

Convenience stores are the highest-frequency sector for mobile payments. Mobile payments have become the payment method of choice for brand retail and appliance stores where people used to swipe credit cards.



SMART LIFE · ENTERTAINMENT

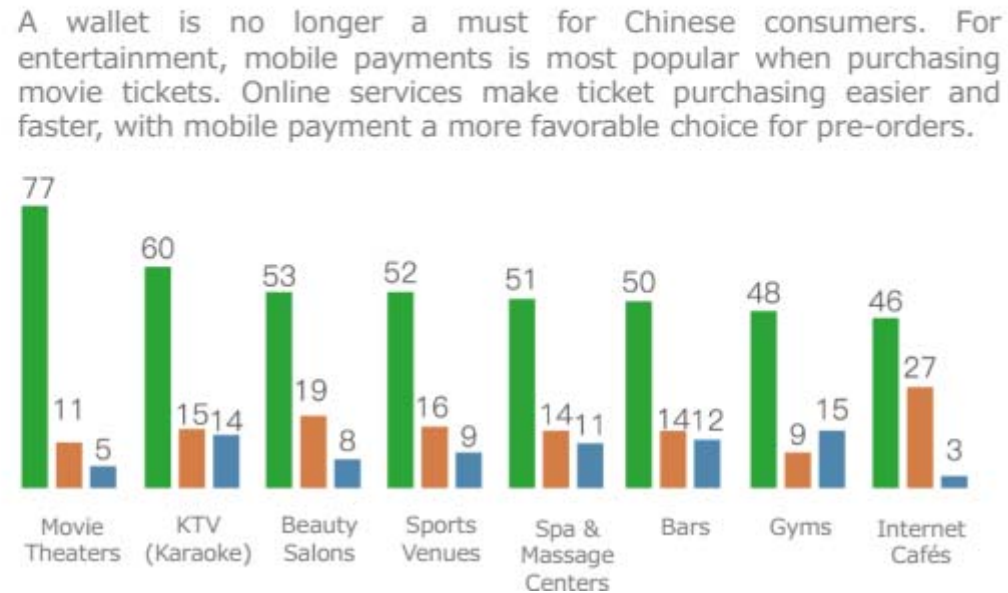
MOBILE PAYMENTS IS MOST POPULAR IN MOVIE THEATERS



Entertainment

- Mobile payment
- Cash
- Credit card

% by payment method



SMART LIFE · TRAVEL

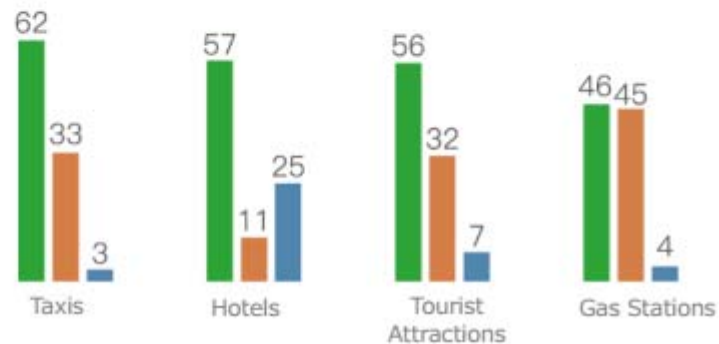
MOBILE PAYMENT IS NOW THE STANDARD



Traveling

Travel is easier with mobile payments. Now people can travel any where with a few quick taps on their smartphone. In China, it's become routine for consumers to use mobile payments to pay for taxis.

■ Mobile payment
■ Cash
■ Credit card
% by payment method

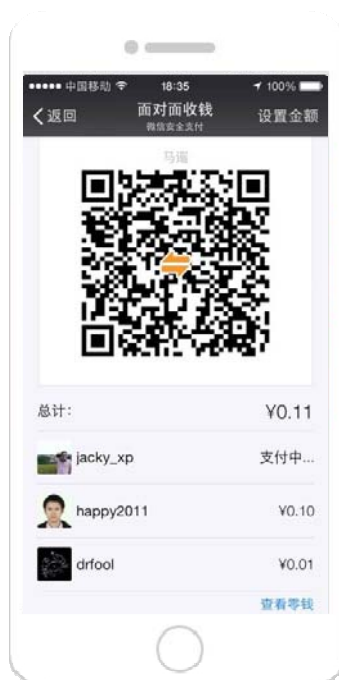


How do we make the change

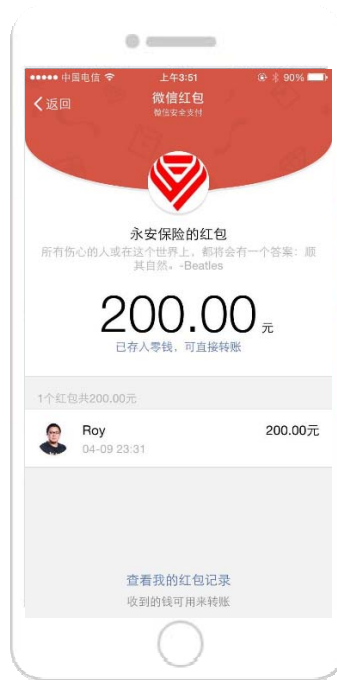
WeChat Pay, Gamify payment and make it social



Direct Transfer



Receive Money



Red Packets



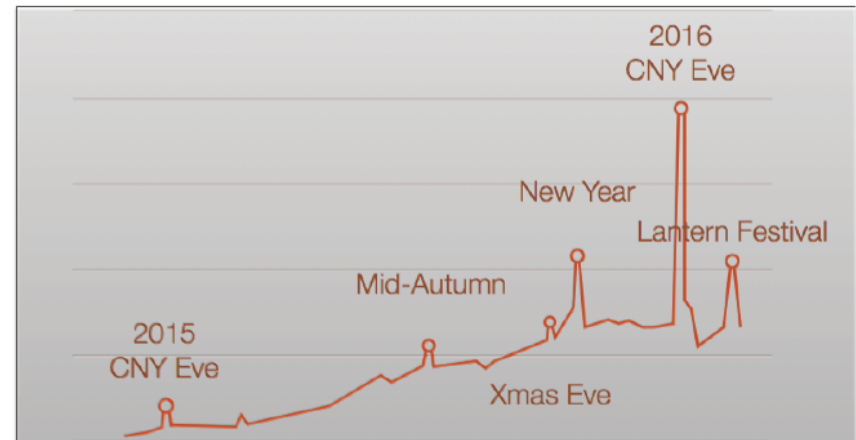
Go Dutch

WeChat Pay, is not just a payment method

WeChat **Monthly Active Users** reached **963 Million** in 2017Q2

In 2016 spring festival period (6 days), **Over 500 million active** users using WeChat red packet

32 Billion WeChat red packet sent in 2016 spring festival period (6 days)



WeChat Pay, bring the convenience to online & offline



In-App Pay



Pay via Official Account
Mini Program, or Web

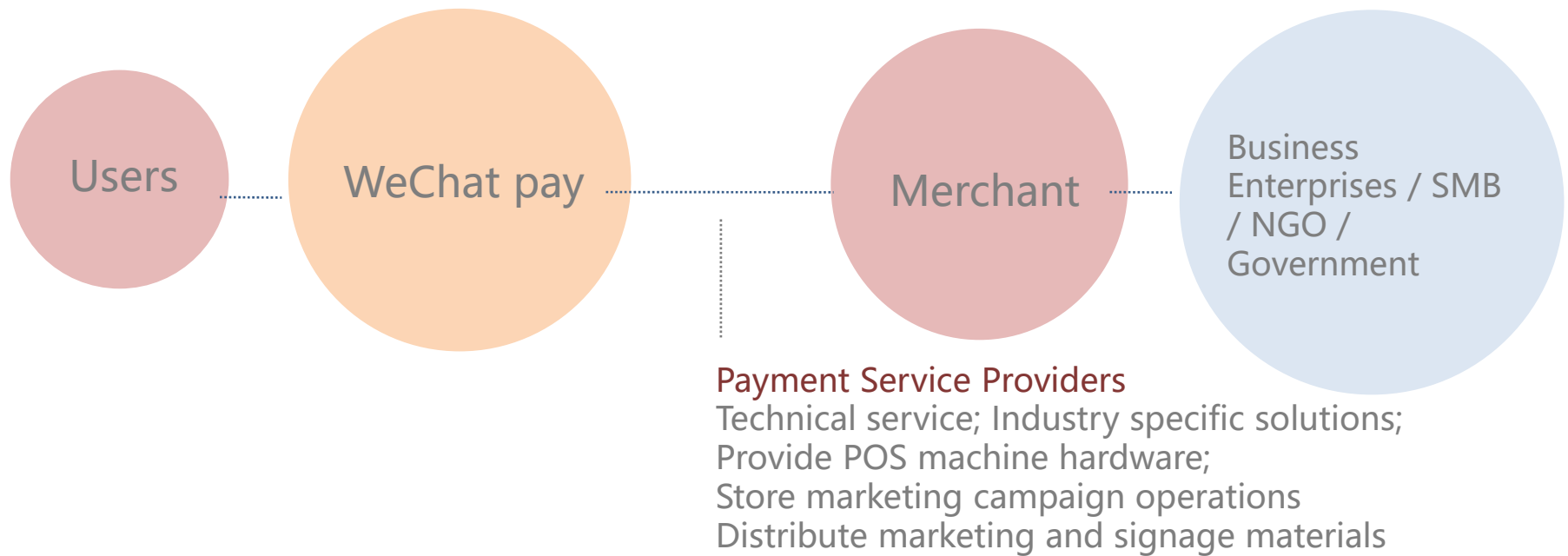


Scan merchant dynamic QR Code to pay



Be scanned to pay by a POS machine

Payment Service Provider (PSP) is a KEY



To Build A Strong and Best-In-Class Cross Border Payment Ecosystem

An Open, Fair and Independent Environment for Payment service Providers

