



ECOMMERCE AND EPAYMENTS: REACHING GLOBAL MARKETS

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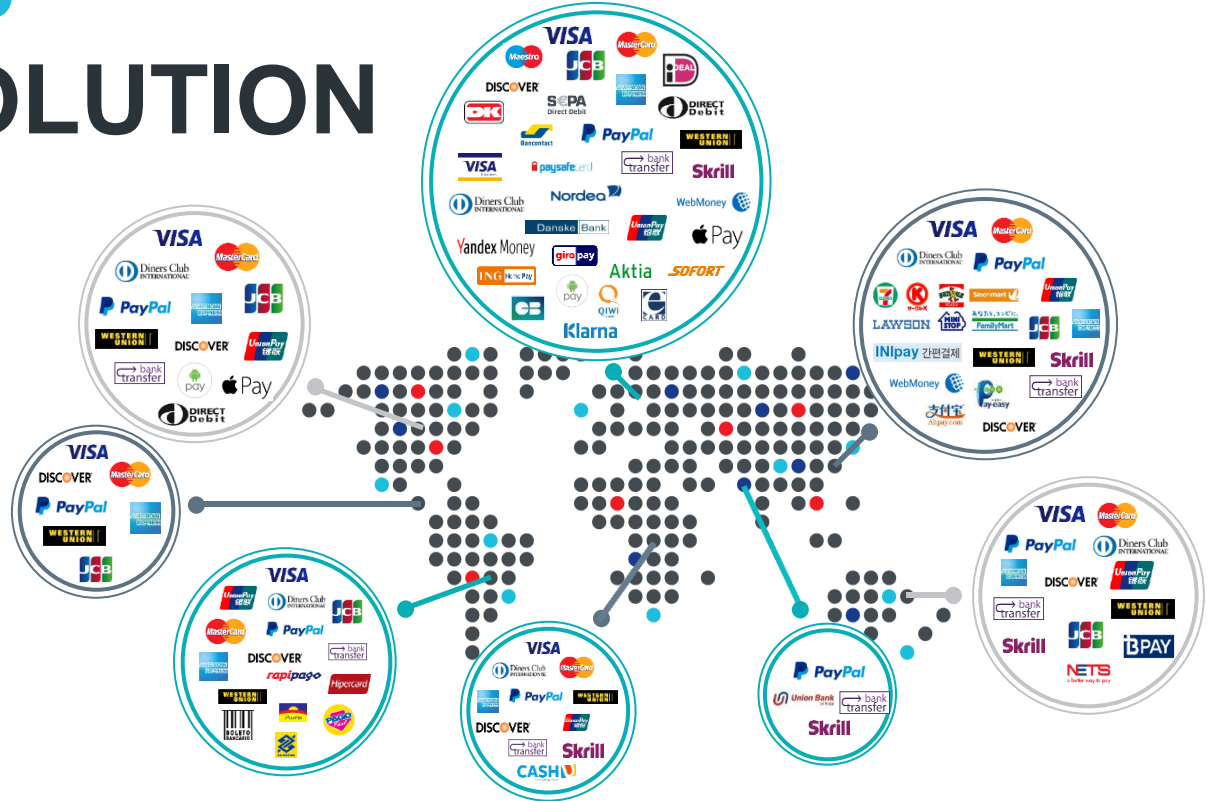
ingenico
ePayments

INGENICO'S GLOBAL SOLUTION

 **65.000**
Customers

 **170**
Countries

 **150+**
Currencies



INGENICO EPAYMENTS WE HELP YOU GO FURTHER

**USER
EXPERIENCE**

TECHNOLOGY

**PAYMENT
CAPABILITIES**

**FINANCIAL
OPERATIONS**

**FRAUD
PREVENTION**

EXPERTISE

Payment Checkout
Experience

Integration
Technologies

150+ Payment
Methods

Full service
Reconciliation &
Reporting

Fraud Detection
Services

Data
Analytics

Mobile, Conversion
& Omni-channel

Performance &
Security

Multi-
Acquiring

Multi-currency
Management

Dispute
Management

Consultation &
Customer Service



**HOW DO PAYMENTS
HELP ECOMMERCE
COMPANIES REACH
GLOBAL MARKETS?**



**SETTING UP
ECOMMERCE
COMPANIES FOR
PAYMENTS
SUCCESS**



**WHAT MAKES A
COUNTRY MORE
ATTRACTIVE FOR A
PSP TO EXPAND
INTO?**

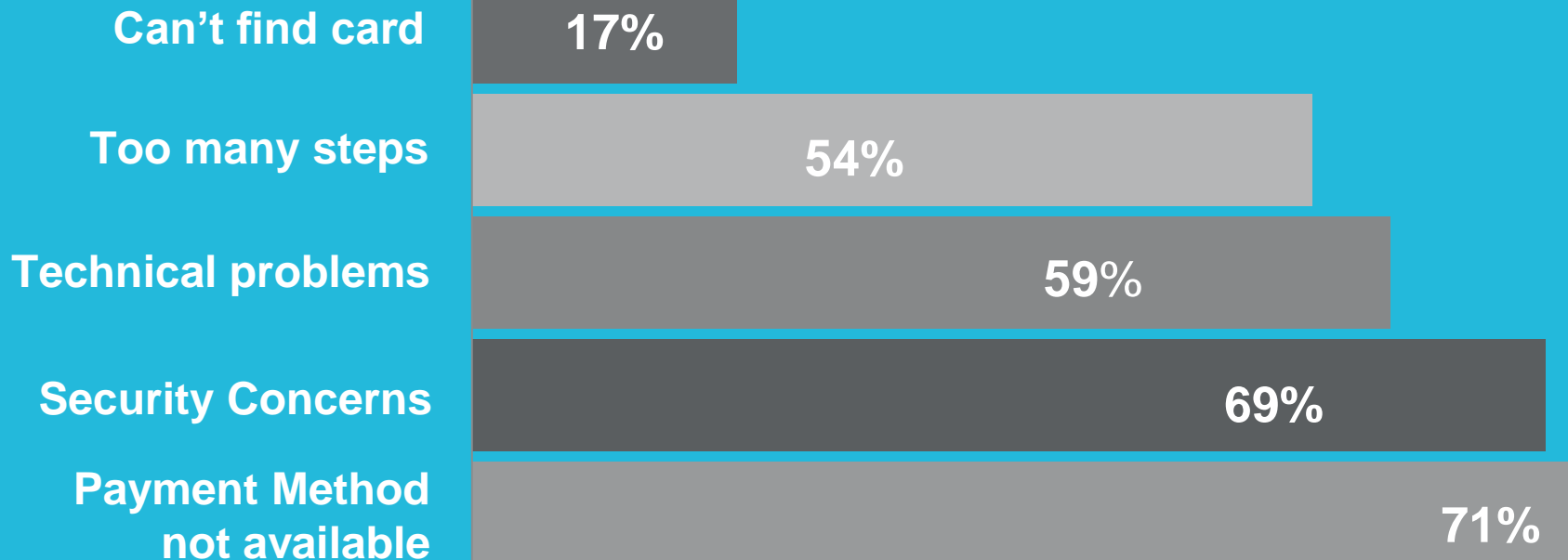


HOW DO PAYMENTS HELP ECOMMERCE COMPANIES REACH GLOBAL MARKETS?

20%

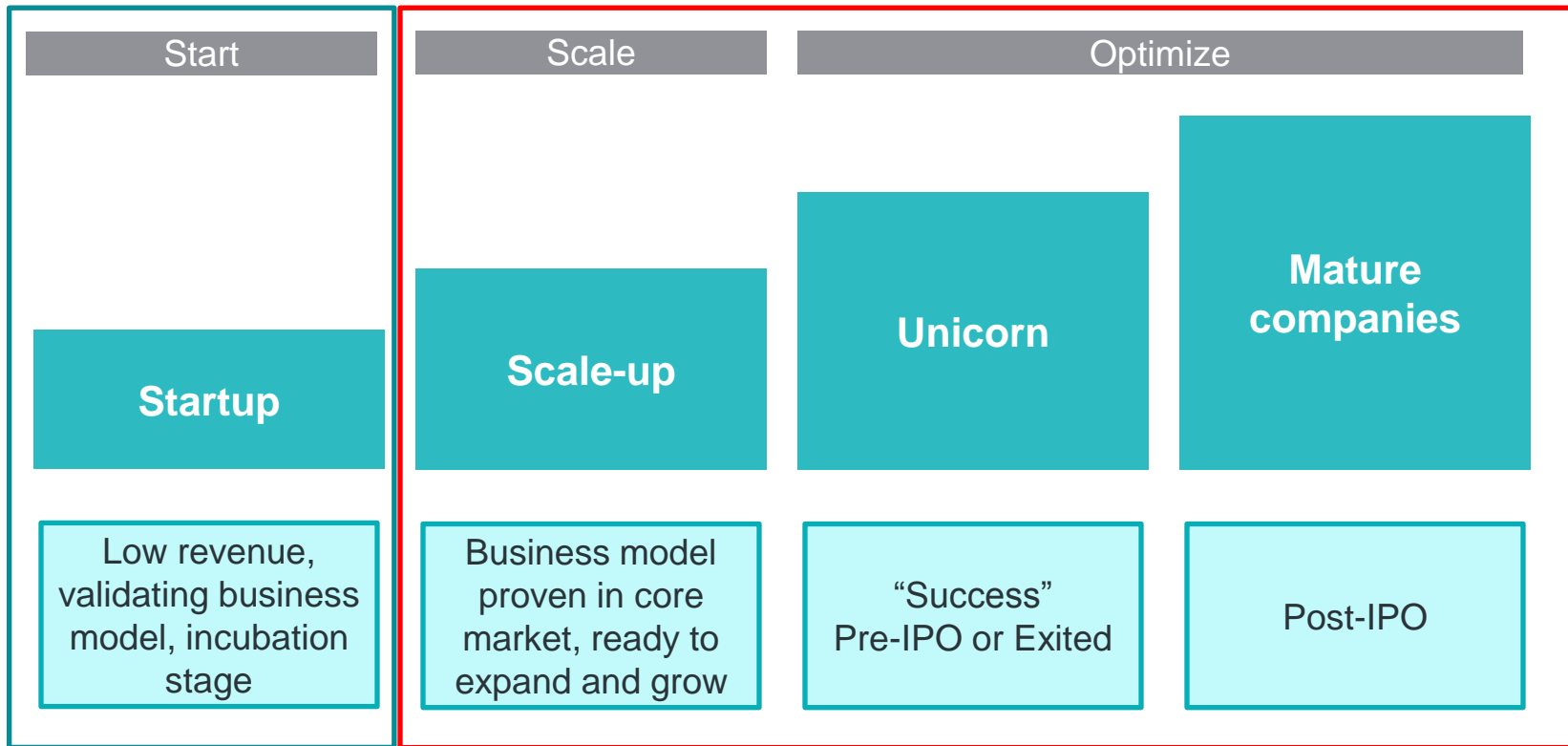
**PAYMENT
REQUESTS
ARE NOT
COMPLETED.**

WHAT'S HAPPENING AT THE CHECKOUT PAGE?



SETTING UP ECOMMERCE COMPANIES FOR MARKET SUCCESS

BUSINESS GROWTH STAGES AND PAYMENTS SOLUTIONS



ALIGNING ECOMMERCE COMPANIES WITH PSPS

Size and Footprint

Annual volume

Geographic market

Business Model

Vertical (Retail, Travel, Gaming)

Low-risk models

Business Viability

Continuous improvement mentality

Chargebacks

Refunds

Cash flow

WHAT MAKES A COUNTRY MORE ATTRACTIVE FOR ECOMMERCE AND PAYMENTS LOCALIZATION?

ECOMMERCE-ENABLING PAYMENTS ENVIRONMENT

Supporting Growth of Size and Footprint

Local payment infrastructure to help ecommerce companies thrive in local environment

Create local payment ecosystem which reflects global standards

Supporting the right Business Models

Good policy balance between protecting consumers and allowing ecommerce innovation

AML/KYC policies applied to international standards

Licenses, registrations, legal entities

Supporting Business Viability

Consumer rights protected (Terms and conditions enforced)

Import/export taxes

Transportation/delivery infrastructure

ASSESSING A COUNTRY FOR PSP EXPANSION



Ecommerce Companies

- Company growth stage
- Companies set up to be good partners with PSPs via good business practices and strong business models

Economic Growth

- Macroeconomic growth forecast
- Ecommerce growth forecast
- Consumer spending – ecommerce growth

Economic stability

- Infrastructure
- Rule of Law
- Taxation on Imports/Exports
- Local payment infrastructure meeting international standards for compliance and security
- National financial policies on ecommerce

INGENICO DEVELOPER

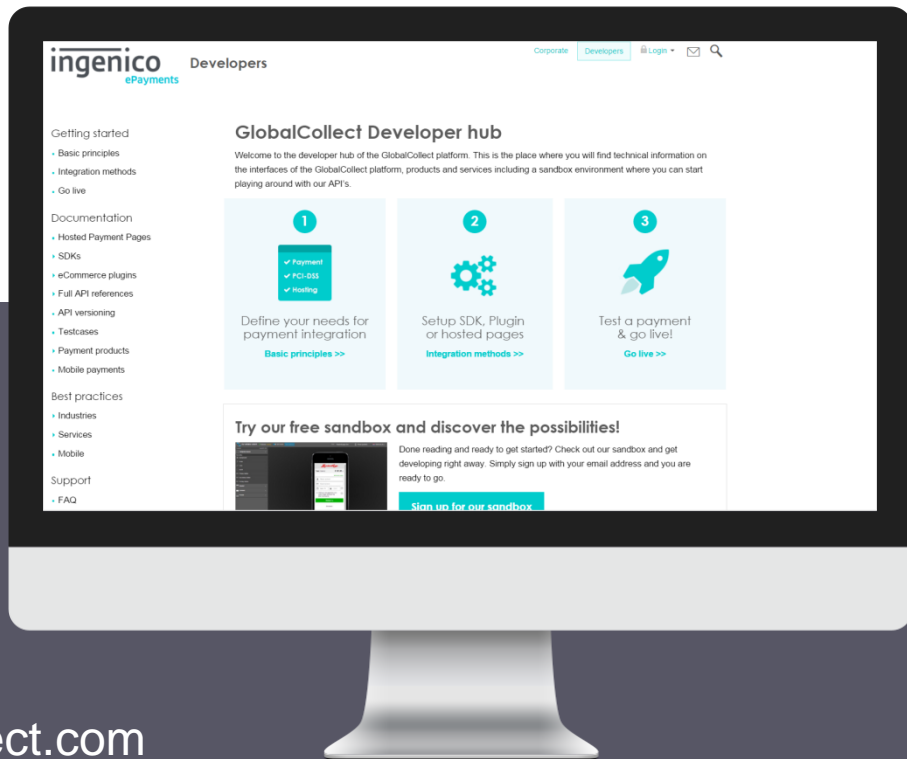
HUB

Easily access all the info you need

One website with all documentation you need:

- Payment product info
- Full API reference
- Hosted payment page
- SDK documentation
- Test cases
- Best practices
- FAQs

developer.globalcollect.com



INGENICO EPAYMENTS

No borders. No limits. Go further.

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