ECOMMERCE AND EPAYMENTS: REACHING GLOBAL MARKETS

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INGENICO'S GLOBAL SOLUTION

65,000 Customers
170 Countries
150+ Currencies
INGENICO EPAYMENTS
WE HELP YOU GO FURTHER

USER EXPERIENCE
- Payment Checkout Experience
- Mobile, Conversion & Omni-channel

TECHNOLOGY
- Integration Technologies
- Performance & Security

PAYMENT CAPABILITIES
- 150+ Payment Methods
- Multi-Acquiring

FINANCIAL OPERATIONS
- Full service Reconciliation & Reporting
- Multi-currency Management

FRAUD PREVENTION
- Fraud Detection Services
- Dispute Management

EXPERTISE
- Data Analytics
- 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?

- Can’t find card: 17%
- Too many steps: 54%
- Technical problems: 59%
- Security Concerns: 69%
- Payment Method not available: 71%

OUR APPROACH: DATA-DRIVEN PAYMENT SOLUTIONS
SETTING UP ECOMMERCE COMPANIES FOR MARKET SUCCESS
BUSINESS GROWTH STAGES AND PAYMENTS SOLUTIONS

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<th>Start</th>
<th>Scale</th>
<th>Optimize</th>
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<td><strong>Startup</strong></td>
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- **Startup**
  - Low revenue, validating business model, incubation stage

- **Scale-up**
  - Business model proven in core market, ready to expand and grow

- **Unicorn**
  - “Success” Pre-IPO or Exited

- **Mature companies**
  - Post-IPO
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?
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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