

Connecting with  Alipay™



# Our mission and vision

## OUR MISSION

To make it easy to do business anywhere

## OUR VISION

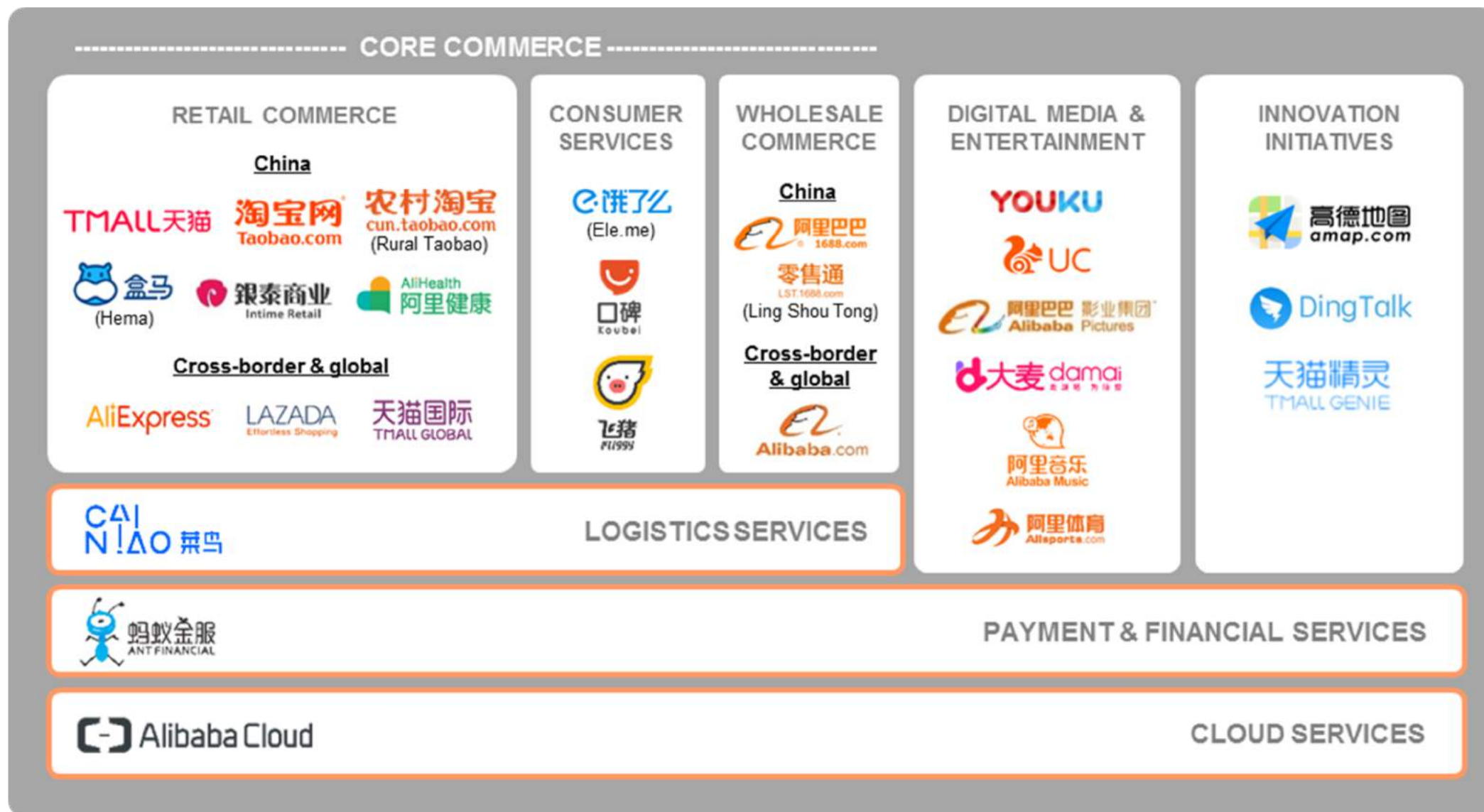
To build the future infrastructure of commerce

To be a company that lasts at least 102 years

FOUNDED IN HANGZHOU IN 1999



# The Alibaba Group Ecosystem



# Our vision is to bring the world equal opportunities



We believe financial services should be simple, low-cost & accessible to the many, not the few.



Payment



Credit, Security,  
Risk Control



Wealth  
Management



Insurance



Loan, Invest,  
Banking



Cloud  
Computing

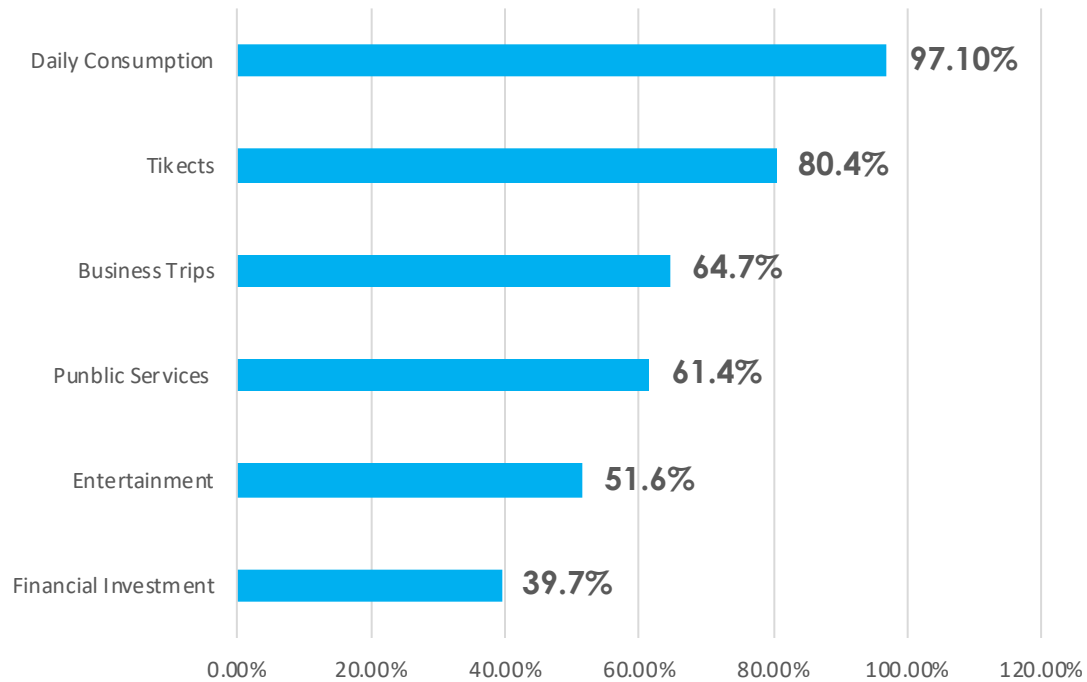


# Mobile payment is a critical part of everyday life

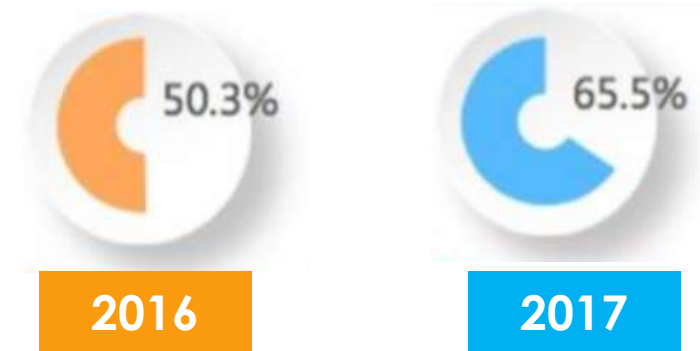
Shopping in China is cashless , fast and convenient

Mobile payment has become the mainstream of offline payment

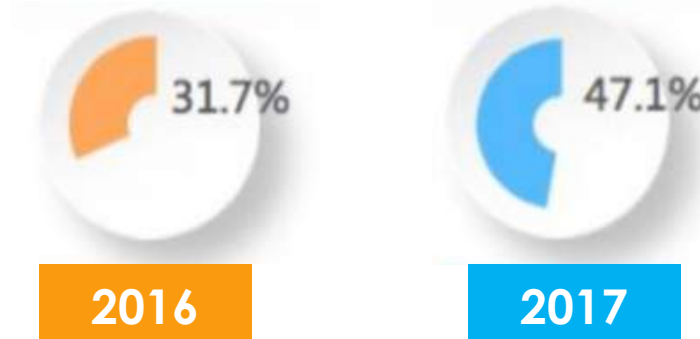
Mobile Payment Penetration Rate



Mobile Payment Penetration Rate in Cities



Mobile Payment Penetration Rate in Rural Areas



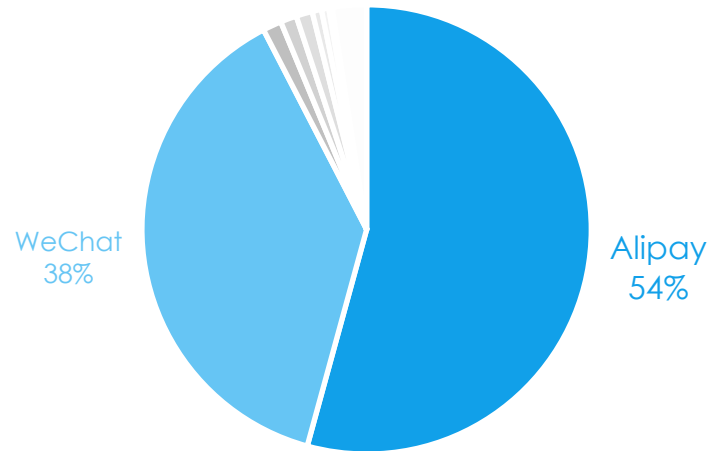


## Simple, Safe & Convenient

Since launching in 2004, Alipay has rapidly become the **world's leading mobile and online payment platform**



Partnered with **450+** domestic & overseas financial institutions



**54%** China's 3<sup>rd</sup> commercial mobile payment volume in 4Q 2017



**GLOBAL SHOPPING FESTIVAL 2017**

**+1.48 billion** transactions/day

**+256,000** transactions/second



# Alipay is a super lifestyle app



## +870M

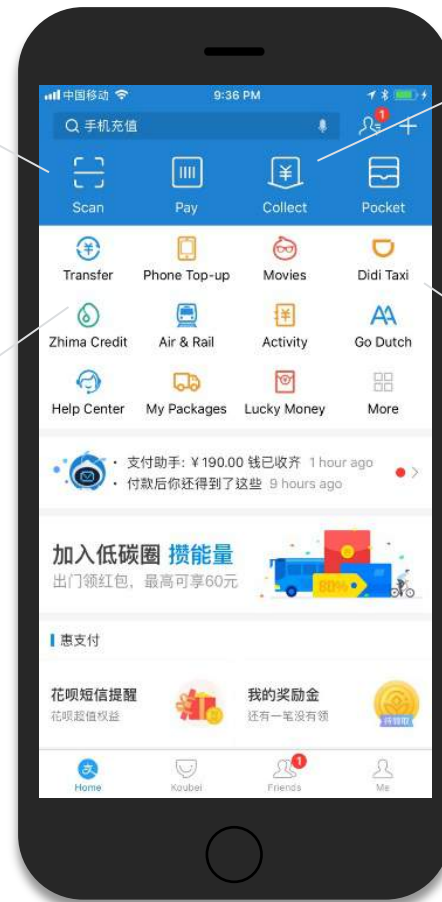
### Active Alipay Users







Pay anytime, anywhere,  
online & offline









Transfer money seamlessly

Access other Ant Financial  
Services

Access Lifestyle Services



-  Zhima Credit
-  Ant Credit Pay
-  Yu'e Bao
-  Stock
-  Ant Fortune
-  My Insurance

-  Taobao
-  Air & Rail
-  Eleme Food Delivery
-  Airbnb
-  Didi Car-Sharing
-  Ofo Bike-Sharing
-  Movies
-  Youku Video

...and many more!



# Alipay supports all areas of the customer's life

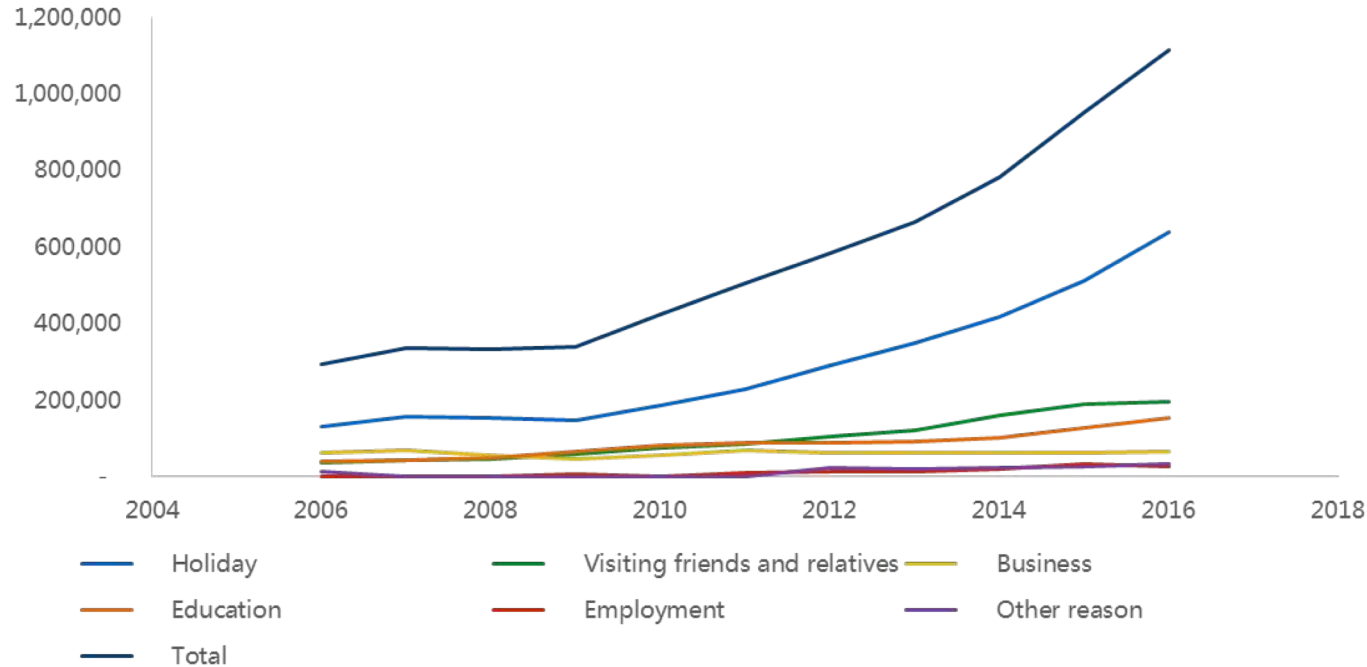




# China is incredibly important for Australian tourism and commerce



Chinese Visitors



## Visitor Arrivals<sup>1</sup>

- 1.4m
- Largest one taking over NZ

## Total Spend<sup>2</sup>

- \$10.4 bn
- Largest spend

## Visitor Nights<sup>2</sup>


- Median 9 nights
- Largest for total visitor nights





**Estimated 3.3m tourists by 2026<sup>3</sup>**  
**Potential to be worth \$13bn by 2020<sup>3</sup>**



# Merchants can interact with Alipay users before, during and after the visit


## Target audience pre trip with Fliggy (Alitrip)



-  500+ IATA Members
-  250,000 Hotel & Resorts
-  2,000,000 Tourism Products
-  8000 Tourism Attractions

200M memberships and 10M visitors per day

T



Book airline ticket on Fliggy

→

T+1




Receive merchant info. of destination on Alipay

## Coupons drive Alipay customers to local businesses



The first screenshot shows a home page with various service icons and a banner for '五月精选优惠, 这些你都准备好了'. The second screenshot shows a 'WATSONS 屈臣氏(VCity店)' merchant profile with a '五一狂欢节' banner and a list of nearby locations. The third screenshot shows a detailed view of a merchant profile with a '优惠券' (Coupons) section.


## Electronic receipts continue to engage consumers

 Constant Awards after each transaction



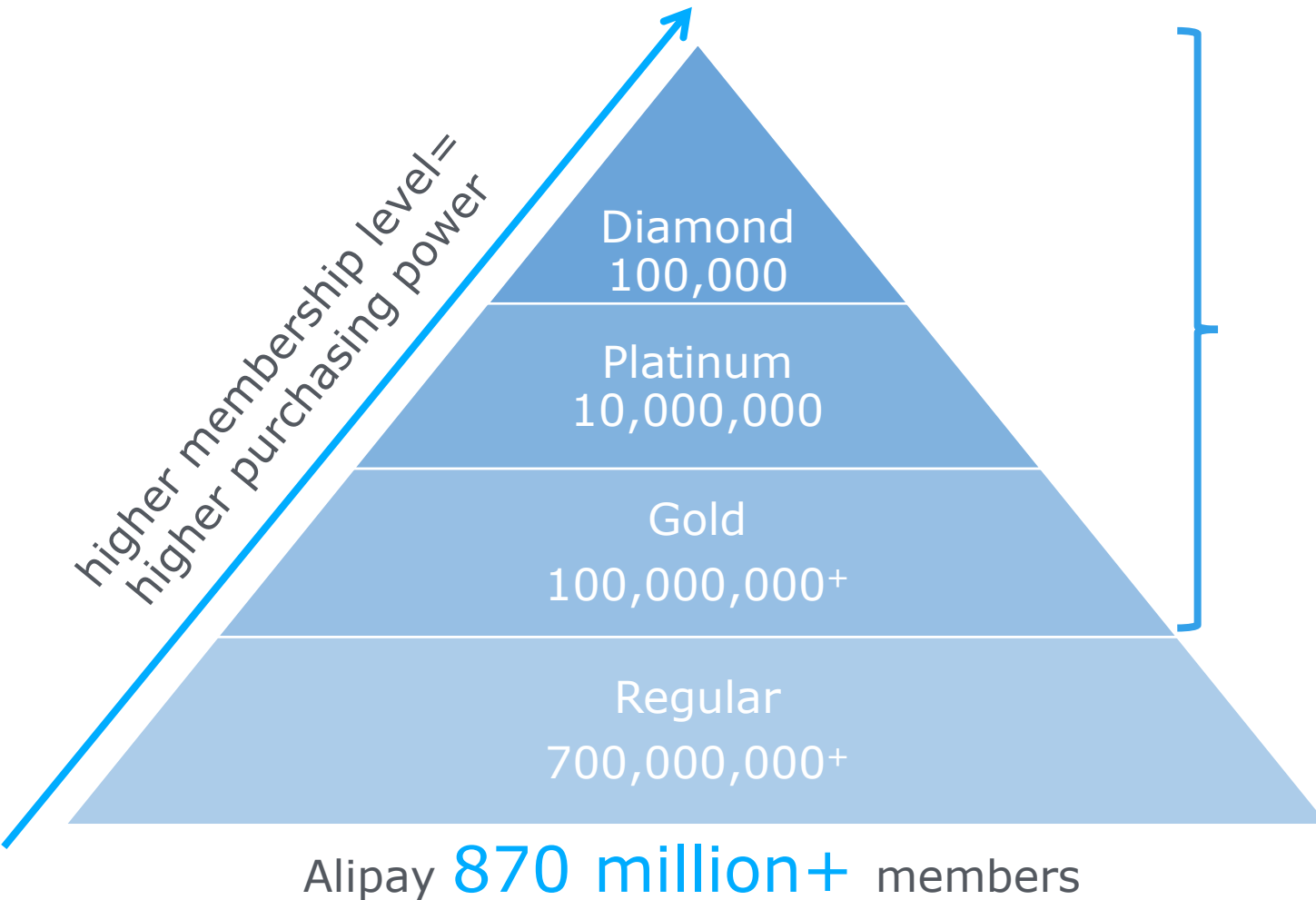
 Real-time cross-marketing after successful payment



 Coupon required to reserve in advance



# Offers can be presented to membership tiers



**100 million+**  
Advanced Members

...contribute **66%** of  
offline transactions



# Buy now, pay later drives incremental spend



Monthly Spending +60%  
for first time users



# of Users  
100 M+



93% of users  
below Age 35

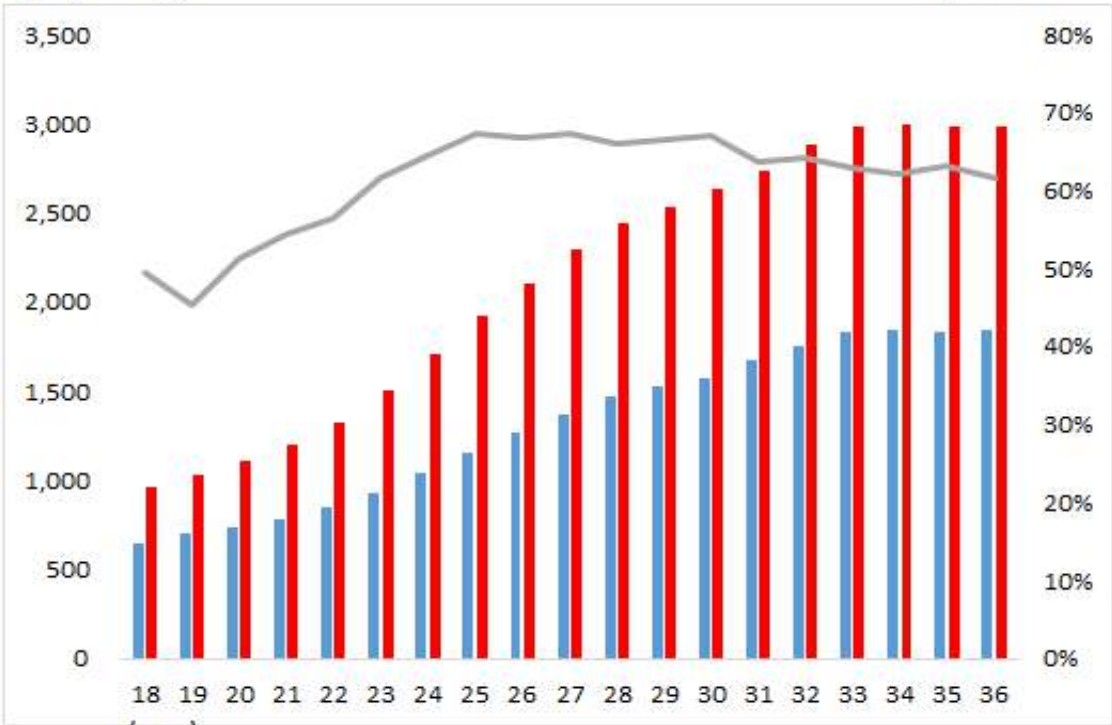


Repeat Usage  
Rate 75%



63% of users  
without credit card

(Monthly Spending) (Increase Rate)



Before using Ant Credit    1st month after using Ant Credit  
Increase Rate



# Alipay is innovating with new payment methods



## Smart devices



Tmall Genie

## Self services and auto payments



Auto payment at carparks



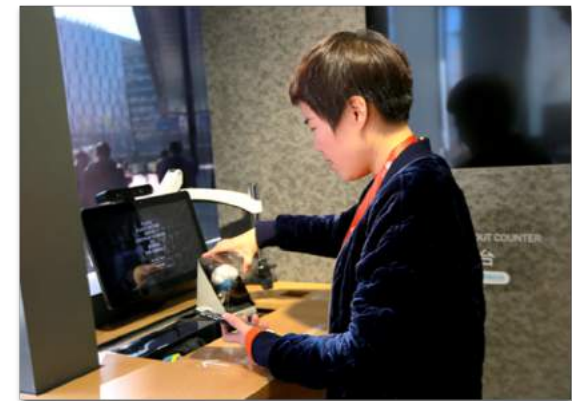
Biometric recognition for package pick-up



Vending machines



Alipay QR code scanner



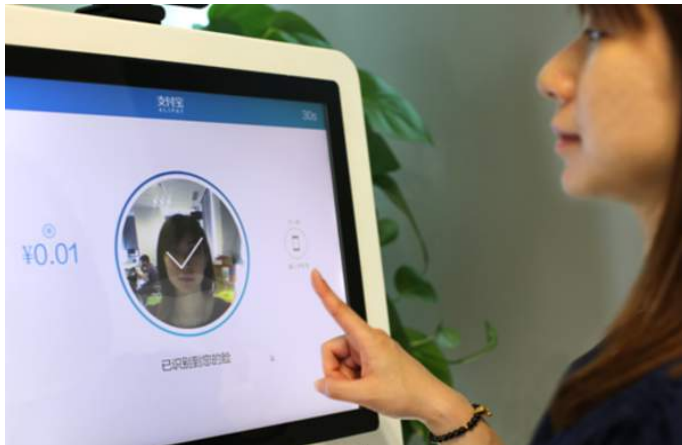
Alipay check-out



# There is wide adoption of biometric payment methods



Smile to Pay at KFC



Hema - introducing new retailing experience



# Acceptance methods to suit all merchant needs



## Merchant QR Code Payment

- ✓ No access costs
- ✓ Easy set-up

🏠 Snack stands | Grocery stores | Other service sectors

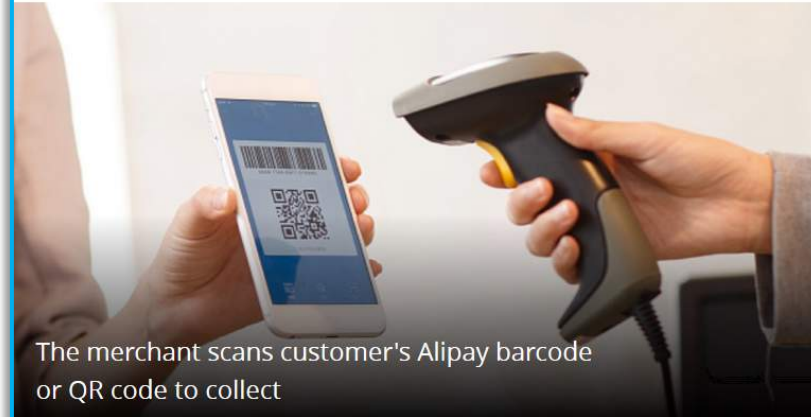


The customer scans the merchant's QR code to pay

## Barcode Payment

- ✓ Collect money quickly
- ✓ Convenient account management

🏠 Duty-free stores | Convenience stores | Shopping malls | Chain stores



The merchant scans customer's Alipay barcode or QR code to collect

## Third-party Merchant QR Code payment

- ✓ Low access costs
- ✓ Easy to manage

🏠 Food & beverage industry | Other industries



The customer scans the merchant's third-party QR code to pay

## Transaction QR Code Payment

- ✓ Collect money quickly
- ✓ Convenient account management

🏠 Vending machines | Ticket vending machines | Taxis



The customer scans the merchant's order QR code to pay



# Red packets is the core campaign mechanism

全年活动 境外专享

## 扫码领红包

最高得2888人民币  
Scan and receive red packet up to 2888 RMB



打开支付宝™ [扫一扫]

超优汇率 笔笔省  
Favourable FX rate saving you money

汇率由合作银行或机构提供，红包仅限在境外商户使用，活动时间及详细规则请扫码了解  
Exchange rate is provided by cooperating financial institutions. Red packet only valid for use outside China. Please scan the QR code for more detailed information.



NO.55072582





# Significant success in 2018



## Alipay to seize on surge in Chinese tourists



George Lawson, Australian head of Alipay. Picture: John Feder.

The Australian | 12:00AM November 2, 2017



GLEND A KORPOR AAL  
Associate Editor (Business) | Sydney

## Alipay likely to boost Chinese tourism in New Zealand

30 Sep, 2017 10:03am

4 minutes to read

Chinese mobile payment giant Alipay business to capitalise on the growing



Christchurch International Airport is underwriting a game-changing South Island project. Photo / 123RF

Otago Daily Times  
By: Tracey Roxburgh

Christchurch International Airport is underwriting a game-changing South Island project which aims to boost Chinese tourist numbers and increase visitor spend.

## Cabcharge takes Alipay as China tourism dollars signal mobile payment trend

Google+ Facebook Twitter LinkedIn Email



Coming to Cabcharge: A convenience store worker in Shanghai next to a sign showing customers can pay using Alipay via their smartphone. Angus Grigg

### Latest Stories



Xi had his eyes on the prize from the beginning

2 min ago



Judge blasts CFMEU's 'deplorable' record

4 mins ago

## Alibaba cashes in on tourist boom with Alipay and Tmall platforms



Maggie Zhou, Australian CEO of Alibaba, in Melbourne's Chinatown. Photo: David Geophy

The Australian | 12:00AM February 24, 2018



GLEND A KORPOR AAL  
Associate Editor (Business) | Sydney @Glendakorporaal

Alibaba's Australia chief executive, Maggie Zhou, is flying from Melbourne to Sydney next week to meet relatives visiting from China.

"It's been hard to book a hotel," she told *The Weekend Australian*. "They are very expensive. But it's really cold in China at the moment and it is great for Chinese tourists to be able to spend Chinese New Year in a warm country."

Ms Zhou's relatives are among the 100,000-plus Chinese who will be coming to Australia during this year's Chinese New Year holiday festival that started last week and extends to March 2.

Figures released this week show a record 1.38 million Chinese tourists visited Australia last year, up by 13.3 per cent over a boom year in 2016. Chinese tourists spent some \$10 billion in the financial year to June 2017 — a figure that is expected to increase to more than \$13bn by 2020.



# Key Opinion Leader campaign in Melbourne Airport



## Background:

- 28th Sep 2017, 3 KOLs from China visit Melbourne Airport with Alipay Merchants
- Live streaming on the day
- Social media campaign in China

## Results:

- Total impressions: 72,200,000
- Total interactions: 650,000
- Live stream on 28th Sep: 10,000,000+ views



# Chemist Warehouse Chinese New Year campaign



**Objective:** increase new users in store

**Targeting:** targeting individual resellers and Chinese tourists during Chinese New Year (Feb 2018)

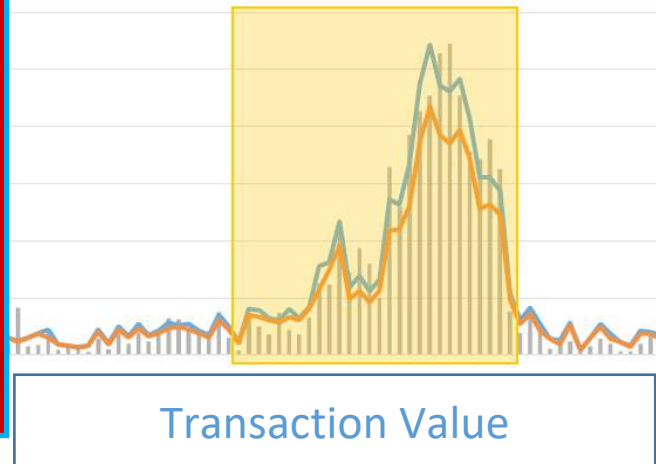
**Offer:** AUD\$5 discount for spend >AUD\$100 for new users. Alipay identified new users and presented the coupon to them

## Outcome

- >105K coupons saved in 4 weeks
- New user purchase 38% (vs 22% before)
- Coupon collection 31% in China before trip
- Daily transaction value +34%, number +14%
- Strong transaction increase after the campaign



# Leading travel retailer



**Objective:** reach new Chinese customers

**Targeting:** Chinese visitors to Australia during Chinese New Year period (Feb 2018)

**Offer:** 10% off storewide, max discount \$20. Alipay promoted as 1 of 5 retailers with best offers via campaign page (target before and during trip). Targeted PUSH to reach 22K+ UV/day.

## Outcome

- Coupon impression UV 217k, collected 85k; 4% redeemed.
- Average daily transaction value +545%
- Average daily transaction number +433%
- Average daily buyer number +384%
- 42% customers used coupon within 15 mins



# Leading supermarket



- One of Australia's largest specialty supermarkets
- Located in Chinatown it's customers come for goods sourced from Asia to recreate the authentic flavours of home

**Objective:** increase sales to Chinese customers

**Targeting:** Regular customers (Chinese residents & students) and tourists over a 2 week period

**Offer:** \$10 off when spending over \$100 for 2 weeks. Alipay promoted this offer on Top Retailer listing and wallet page.

## Outcome

- Coupons collected: >10k
- Total sales volume +15% in 2 weeks
- Average Alipay basket +30% vs other payment methods



# Leading NZ tourism operator



Part of group of companies

**发现怀托摩**  
专享满减优惠 流连忘返不须归

10元代金券 满200元立减10元 立即领取

**介绍一**  
3000万年前，整个怀托摩地区淹没在海平面之下。如今在这个地区大片的岩层下隐藏着一个神奇的地下世界。梦幻般的怀托摩萤火虫洞，形态各异的溶洞，无数的地下河和流水洞组成了一个迷宫，等待您来探索远古的中土世界。

萤火虫洞 Waitomo Glowworm Cave  
阿拉奴伊洞 Aranui Cave  
鲁阿库利洞 Ruakuri Cave

**介绍二**  
黑水瀑布原由的传奇地下漂流探险项目，30多年之后依然喜欢来新西兰必玩的冒险项目之一。两个不同风格的黑水漂流黑色迷途之旅 (Black Labyrinth) 和 (黑暗深渊之旅 Black Abyss) 都是最好体验萤火虫的方式。

**专享优惠**

- Discover Waitomo 8折 已领取
- Discover Waitomo 8折 已领取
- Discover Waitomo 立减10新西兰元 已领取



One of the first NZ tourism operators to launch Alipay in 2016. 7 sites in Waitomo business

**Objective:** drive foot traffic and convert FIT tourists to customers before & during trip

**Targeting:** FIT tourists

**Offer:** 3 products with 10-20% off coupon on Alipay Discover landing page. The 2018-19 campaign was launched early July.

## Outcome

- Coupon redemption rate 6%
- Monthly Alipay revenue +157%
- Number of transactions +152%



## Contact information

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LinkedIn – George Lawson

Twitter - @gjlred





Alibaba Cloud

## NEXT LUNCH – THURSDAY 4 APRIL



RAWSON LEWIS

