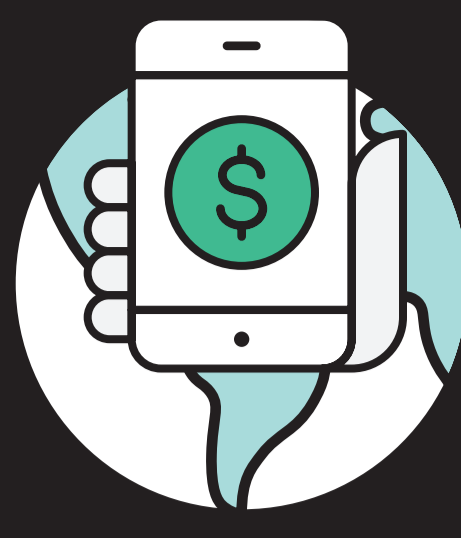


# UnionPay SecurePlus

Powered by Payscale

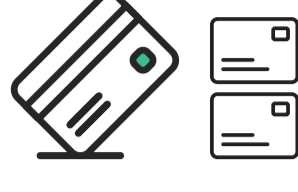
Opening a Wider World of Online Commerce for U.S. Businesses



## UnionPay, in a nutshell



More than 9 billion buyers spend over **\$14 trillion** via UnionPay, China's sole bankcard association and the largest issuer of payment cards in the world



Larger than Visa and Mastercard **combined**



Accepted in **179 countries** and regions and by **87 million businesses** worldwide – 32 million outside China

## Sounds like a payment card that businesses should accept, right? It is. But there is one hitch . . .



- More than **60%** are debit cards that must be processed via specific UnionPay networks – such as Payscale, a principal member
- Since most merchants aren't connected by a principal member, UnionPay debit card transactions **often are declined**
- Which means many businesses are not getting their share of the **\$14.3 trillion** in sales UnionPay cardholders transact each year

## Who does this most affect?



People from around the globe who purchase luxury goods online from U.S. businesses



Fans of American culture who buy our clothes, music, and services (English lessons, for one)



Parents of U.S.-educated children who want to pay for tuition and expenses with their UnionPay cards



## The solution: Sign up for UnionPay SecurePlus through MerchantE



Accept **UnionPay** debit and credit cards online from billions of users in China and elsewhere



Avoid **redirects**, improving the customer experience and increasing completed transactions



Take advantage of UnionPay SecurePlus two-step SMS authentication, **improving security** and reducing fraud



**Onboard quickly** with rapid activation



Benefit from **faster settlement** (two days versus five)

## Will UnionPay SecurePlus really help my business?

Yes! The number of transactions businesses complete after enabling UnionPay SecurePlus can shoot up dramatically. For example:



**Before displaying acceptance of UnionPay:**

**\$40,000**

/140 daily transactions

**After UnionPay SecurePlus:**

**\$500,000**

/1,600 transactions daily

More than 11x the original transactions and revenue when buyers knew they could pay with their UnionPay card

**MerchantE is the exclusive U.S. provider of UnionPay SecurePlus powered by Payscale**

Contact us now to get started!

Let's Connect