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## UnionPay brings QR payment technology to Australia with epay

### Australian retailers to unlock new, safe and easy mobile payment systems in time for festive season rush

epay, Australia's leading alternative payments provider with more than 23,000 locations nationwide, has announced a strategic partnership with international payment network UnionPay, the one-stop mobile payment service enabling scan&go payments for more than 300 million registered account holders.

The partnership will enable Australian retailers to offer the QR code payment service to UnionPay customers in Australia, removing the need to use less preferred methods like cash or card – particularly as retailers place a greater focus on COVID safe retail trading environment during the festive season rush this year.

According to the recent "INNOCEAN 2020 *Life in the Times of COVID* tracker", Australians consumers feel an increasing appreciation for the in-store experience despite health concerns due to COVID-19. More than half of Australian shoppers (57%) are likely to do at least half of their Christmas shopping this year in physical stores (up from 28% of respondents surveyed in June 2020).

UnionPay is a leader in implementing advanced payment methods and will support QR code payments by its mobile app, providing a safe, secure and convenient way to make and receive QR payments.

Australian retailers including Muji, Haigh's Chocolate, L'Occitane, Vodafone, MJ Bale, Priceline Pharmacy have already enabled QR payment technology with epay through bank or epay terminals, while fashion retailers Tommy Hilfiger and Calvin Klein have directly integrated epay into their Point of Sale System to enable the service.

For all other retailers, epay can help onboard the UnionPay QR code payment method, providing in-store solutions including epay terminals and POS integration.

In addition to technology onboarding, epay will also roll-out a series of marketing activities to help retailers promote the new payment option and increase recognition of their products with customers. Marketing opportunities will include UnionPay's Uplan and instant deductions, as well as in store promotions and the opportunity for retailers and their products and services to feature on the UnionPay app.

"This new partnership will see epay expand its alternative payment offering in its continued mission to provide safe, secure and convenient alternative payment options for UnionPay customers in Australia. UnionPay is a leader in providing preferred payment technologies, so this is a partnership that we know Australian retailers will be excited about," said Matthew Blayney, Country Manager of epay Australia.

"The relationships and technical integration that epay has with Australian retailers enables UnionPay to provide access to an impressive list of high-profile brands and retailers. This partnership allows us to continue our track-record for providing simple, convenient and safe alternative payment solutions into the hands of the UnionPay users," said Dr Jian Jiangtao, Chief Representative for UnionPay International's South Pacific region.

### **About epay Australia**

epay Australia (part of the epay division of Euronet Worldwide, Inc. (NASDAQ:EEFT)) has been proudly connecting brands to consumers in the Australian marketplace since 2000, working with renowned global and Australian brands including L'Occitane, Tommy Hilfiger, Haigh's Chocolates, Telstra, Optus, Vodafone, Microsoft, Sony, Adobe, BP, Woolworths, JB Hi-Fi, Harvey Norman and WH Smith among others. epay's retail commerce solutions allow merchants to connect to our ever-growing alternative payment category via our epay's smart terminal, selected bank terminals or directly integrated into the point of sale system via our digital integrated payment cloud.

### **epay's global footprint**

epay is a world-leading full-service provider for payment processing and prepaid solutions that processed 1.15 billion transactions in 2018. The company has built up an extensive network of retailers with 700,000 point-of-sale terminals in 51 countries, to connect renowned brands with consumers all around the world. The company offers a portfolio of gift cards (prepaid, closed loop and digital media), business incentives and payment solutions (card acceptance, terminals, e-commerce, mobile and Internet of Payment) for omnichannel commerce, and offers its services thanks to its proprietary cash register integration software. epay earned \$2.5 billion in revenue in 2018, employing a staff of 7,100 employees and serving customers in 170 countries.

### **UnionPay International:**

UnionPay International (UPI) is a subsidiary of China UnionPay focused on the growth and support of UnionPay's global business. In partnership with more than 2300 institutions worldwide, UnionPay International has enabled card acceptance in 179 countries and regions with issuance in 61 countries and regions. UnionPay International provides high quality, cost effective and secure cross-border payment services to the world's largest cardholder base and ensures convenient local services to a growing number of global UnionPay cardholders and merchants.

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