

WECHAT PAY IN CHINA AND EUROPE



WHAT IS WECHAT

What's Wechat?

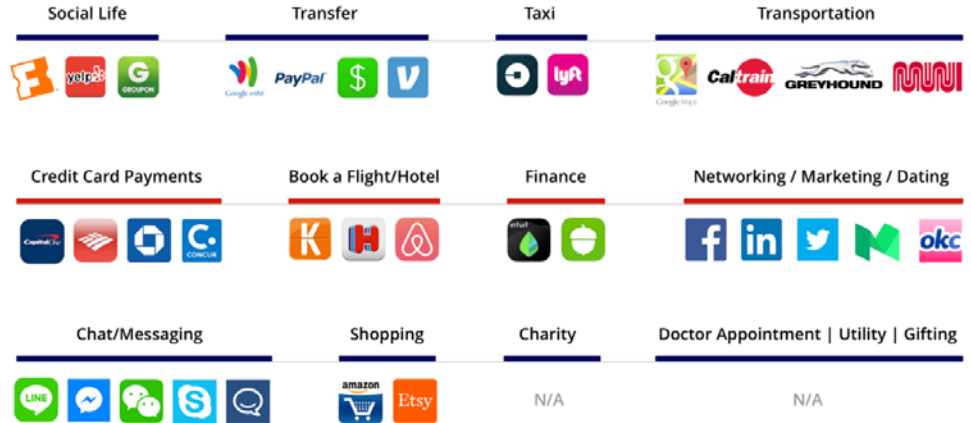
WeChat is a smartphone application that consists of...



Movie Ticket + Bill payment + Free calling + Investment + Social network

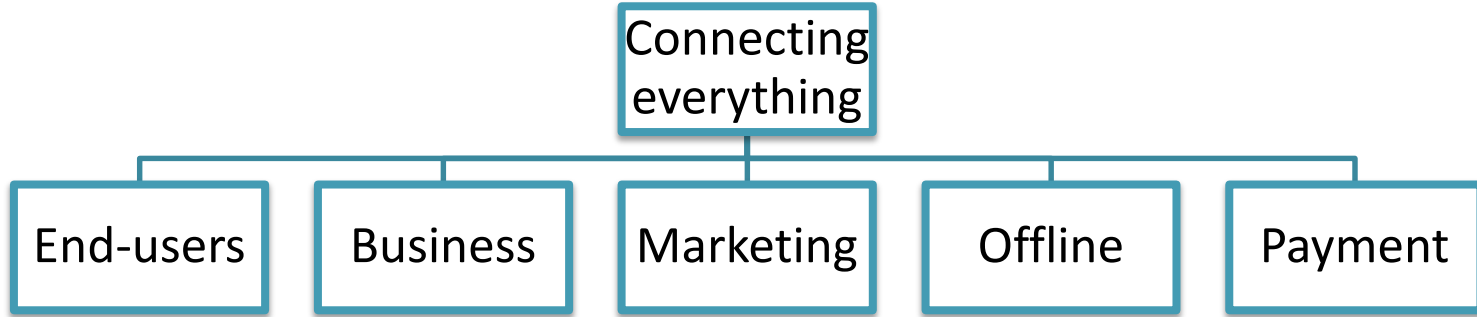


Mobile payment + User Review + Group buying + Taxi order + Free messaging



WeChat covers all categories above

WECHAT IS A LIFE STYLE ...



WECHAT KEY FACTS

	2016	2017	Growth rate
WeChat user	889 million	1000 million	13%
WeChat Pay user	600 million	800 million	33%
At least 30 mins on WeChat per day	79.6% users	89.1% users	12%

MOBILE PAYMENT IN CHINA

SMART LIFE · TRAVEL MOBILE PAYMENT IS NOW THE STANDARD



Traveling

■ Mobile payment
■ Cash
■ Credit card
 % by payment method

Travel is easier with mobile payments. Now people can travel any where with a few quick taps on their smartphone. In China, it's become routine for consumers to use mobile payments to pay for taxis.



Source: Ipsos research

HOW DO YOU FEEL IF YOU DON'T CARRY ANY CASH?

"I'd be concerned all-day that there'd be a situation requiring cash."



12%
Concerned

84%
Calm

"Whatever, I can use mobile payments."



4%

Refusal

"It's not acceptable. I must go home or to an ATM."

WECHAT IN TRAVEL



CHINESE TOURISTS IN EUROPE

- 2018 China-European Union Tourism Year

(According to Chinese Tourists to Europe Trend Report 2017)

- 2017 more than 6 million Chinese visited European countries
 - 10% growth rate than 2016
-
- The World Tourism Organization predicts that in 2020, a quarter of all tourists visiting Europe from Asia will come from China

Statistics in Finland 2016

of Chinese tourists overnight: 271,405

Growth rate: Top 1

Chinese tourists spending per visit: 940 €

Spending per visit: Top1

Statistics in Europe 2016

of Chinese tourists: 5.5 million

Chinese tourists spending per visit: 1000 -3000 €

WECHAT PAY IN EUROPE

Connecting Chinese tourists with businesses in Finland, other Nordic countries & Europe.

Looking forward to any new cooperation



HOW IT WORKS

Reach out your business with more than 800 million Chinese consumers within 3 steps

Register your account

Sign Up

Approve by Avaintec



Avaintec Oy

Cashier 1



11.03.2018 09:00

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AvainPay

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Sweden, Estonia, Latvia, Lithuania, Thailand

Office locations:

- Helsinki
- Hangzhou
- Warsaw





Thank you

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