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# MAKE YOUR PAYMENT

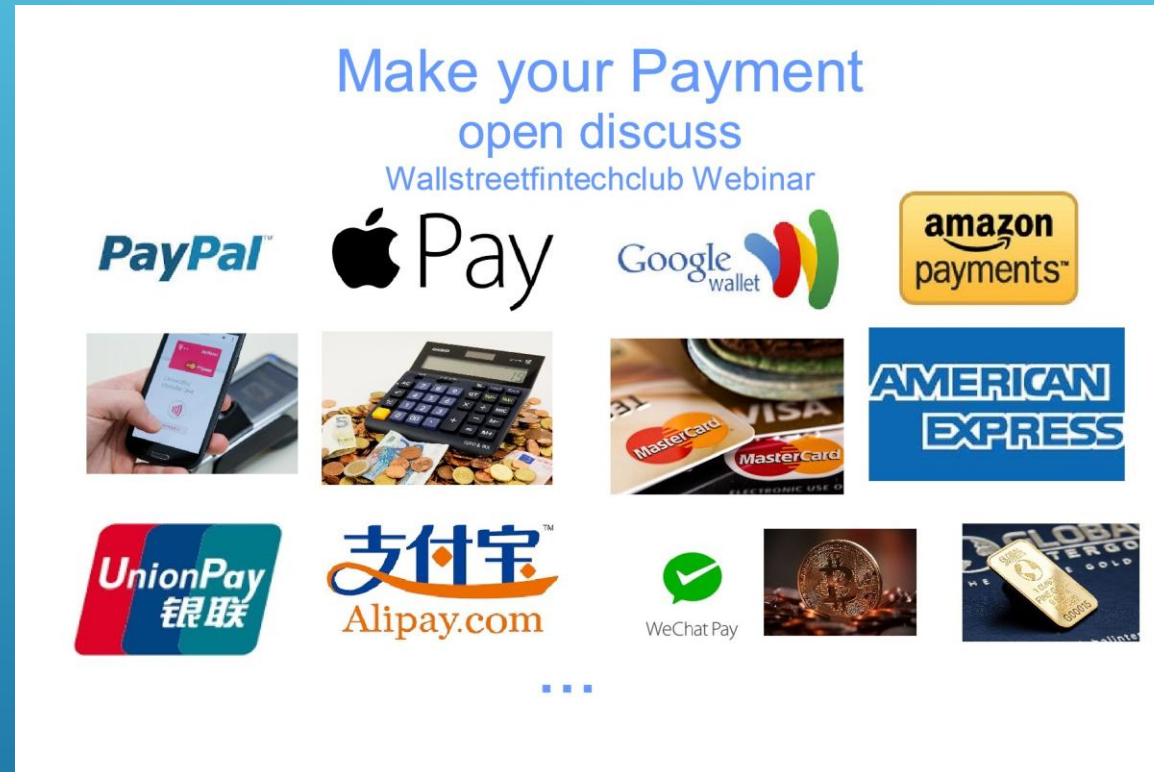
FINTECH, DIGITAL PAY, DATA SECURITY CUSTOMER ACCEPTANCE

## OPEN DISCUSSION

Thursday, June 01, 2017  
Huaying Zhou  
Wall Street Fintech Club



# Alternative payments



The most common alternative payment methods are debit cards, charge cards, prepaid cards, direct debit, bank transfers, phone and mobile payments, checks, money orders and cash payments. Source: [https://en.wikipedia.org/wiki/Alternative\\_payments](https://en.wikipedia.org/wiki/Alternative_payments)

# Everyone wants cake



- banks
- traders
- payment service provider
- fintech startups
- ...

# Innovation in payments - The Future is Fintech?



- Online B2C Commerce
- Mobile Wallet POS
- P2P Money Transfer
- Payment Solutions

# The third-party mobile payment industry in China is highly concentrated

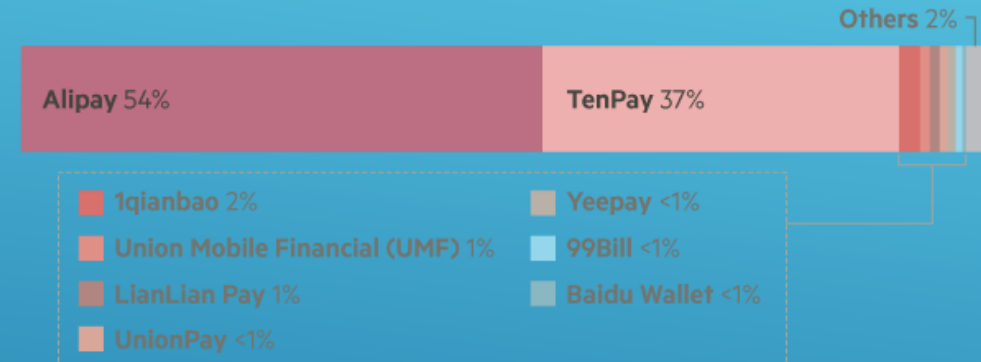
**Figure 1. Comparison of Select Third-Party Mobile Payments Providers in China**

	Technology Adopted		Comments	
	QR Code	NFC	Company	Year Entering China
Apply Pay		✓	Apple	2016
Alipay	✓	✓	Alibaba	2004
WeChat Pay	✓		Tencent	2014
Baidu Wallet	✓	✓	Baidu	2014

Source: Fung Global Retail & Technology

Source: <https://www.fungglobalretailtech.com/research/deep-dive-mobile-payments-china/>

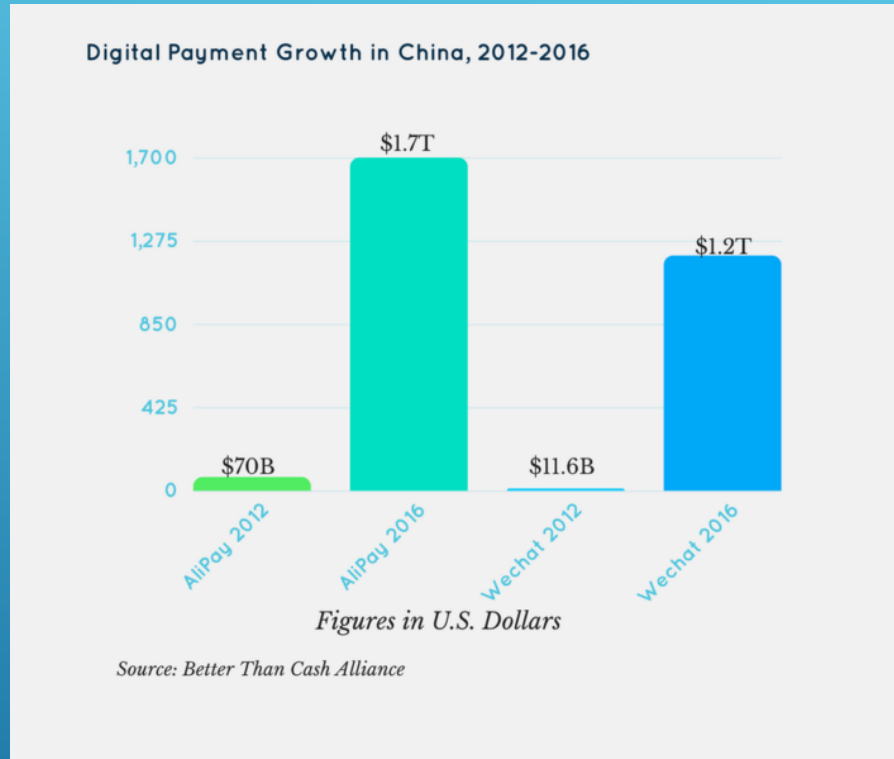
**Chinese mobile payments apps market share**  
2016 Q4 (%)



Source: Analysys

Source: <https://www.ft.com/content/e3477778-2969-11e7-bc4b-5528796fe35c>

# AliPay, WeChat Processed \$3 Trillion in 2016



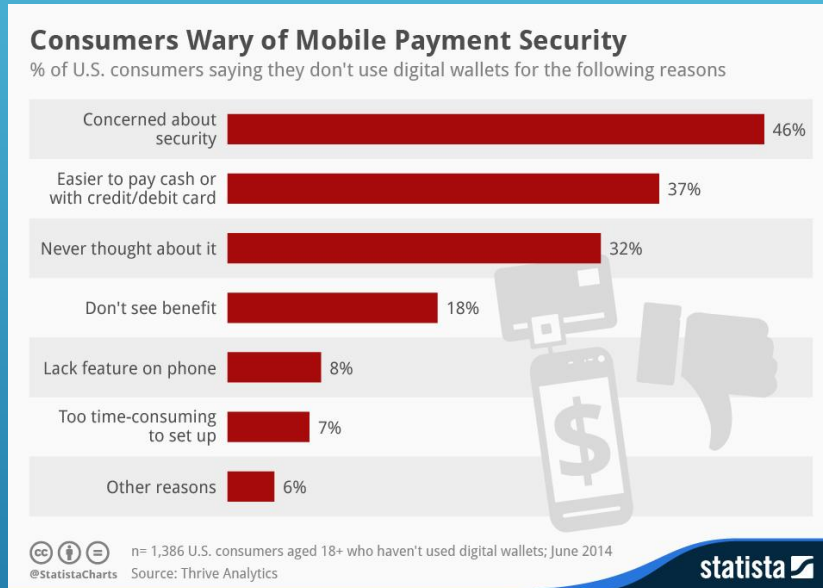
AliPay: 450 million users  
WeChat: 800 million users

•Source: <http://bankinnovation.net/2017/04/alipay-wechat-processed-3-trillion-in-2016/>



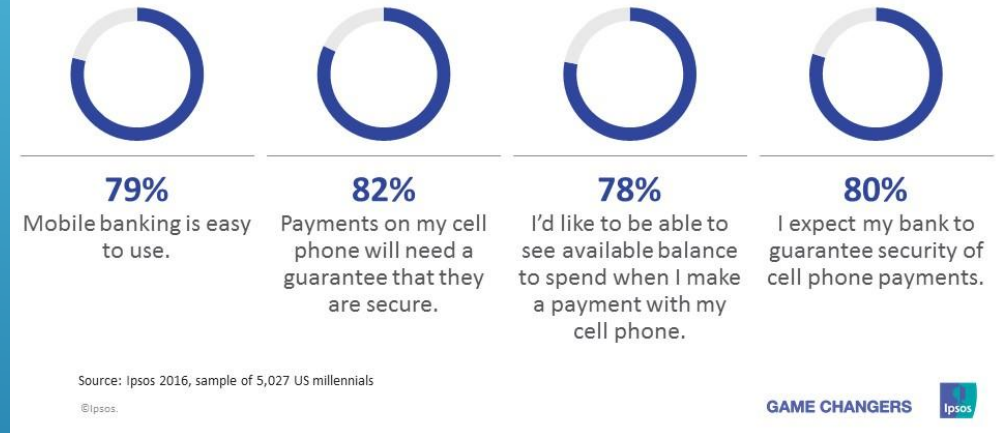
# The customer is always right?

## Factors Affecting to Payment Choice



Source: <https://www.statista.com/chart/2691/reasons-not-to-use-mobile-payments/>

## Millennials and mobile payments

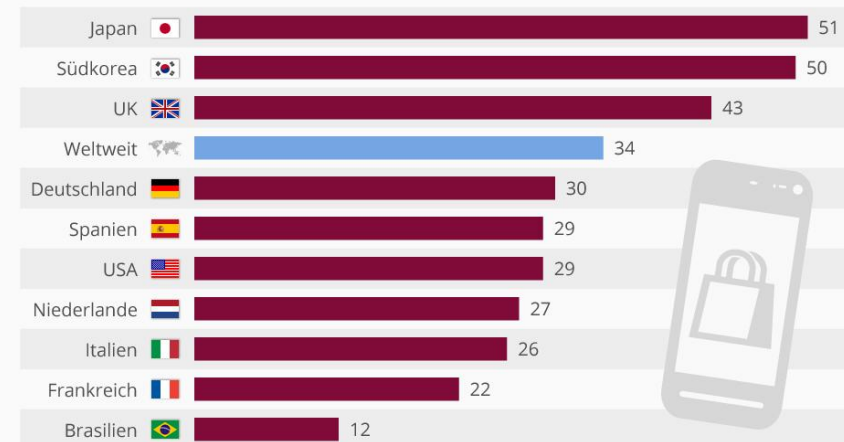


Source: [https://www.ipsos.com/en/how-millennials-usa-will-shape-tomorrows-payments-landscape?language\\_content\\_entity=en](https://www.ipsos.com/en/how-millennials-usa-will-shape-tomorrows-payments-landscape?language_content_entity=en)

# Yes, E-Commerce is growing. What about mobile pay?

## 34% des weltweiten Online-Handels sind mobil

Anteil mobiler Online-Käufe am gesamten E-Commerce im 1. Quartal 2015 (in %)



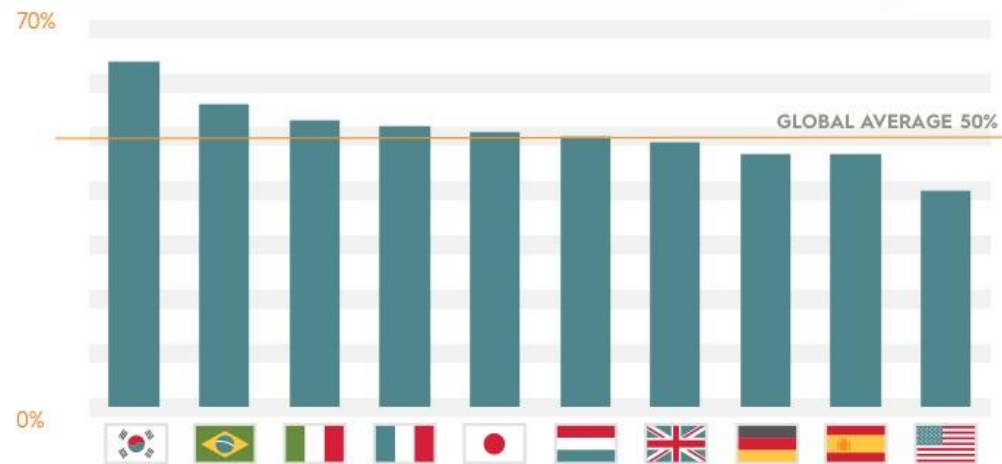
@Statista\_com

Quelle: Criteo

statista

## Worldwide, cross-device purchasing is 50% of eCommerce transactions

criteo

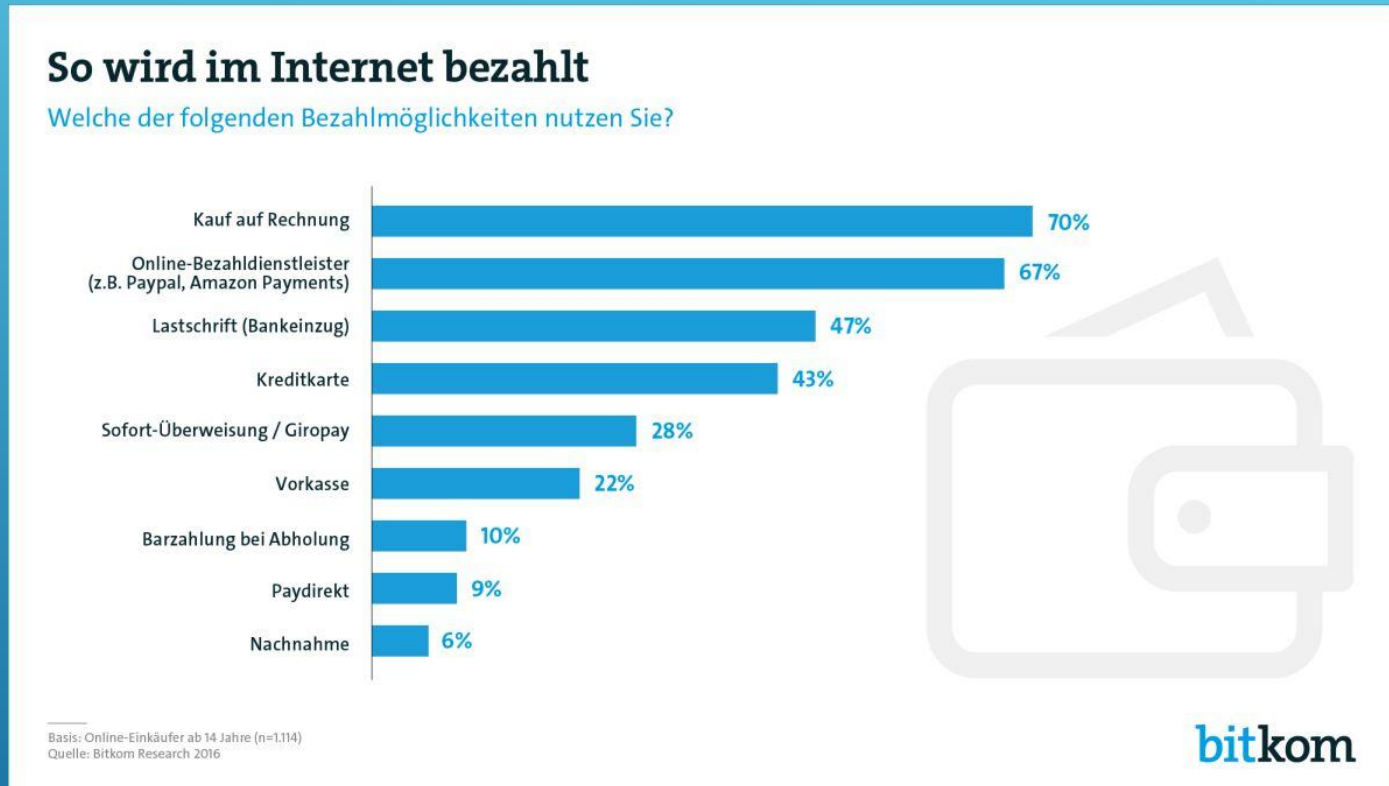


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Source: Criteo *State of Mobile Commerce Report*, Q1, Q3 2015



# Online shopping and payment in Germany



Source: *Bitkom Research 2016*

# Mobile payment in Germany - is there a huge potential?



- Customer Acceptance
- Data privacy and Security
- Policy and regulations (PSD2)
- Technology

# Open Discussion I

## Differences in customer behavior by credit card



- USA
- China
- Germany

# Open Discussion II

## Mac vs Wechat



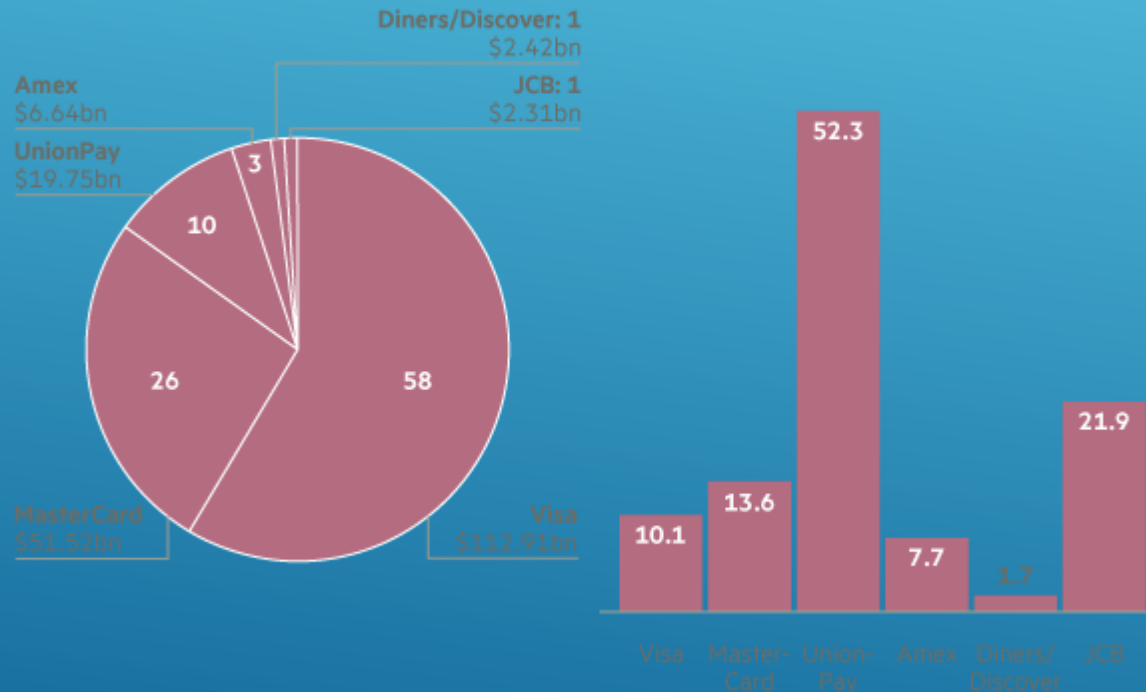
# Open Discussion III

## EMV vs PBOC

### Purchase transactions worldwide

Market shares in 2014 (%)

2014 growth (year-on-year % change)



Source: The Nilson Report

FT



Source: <https://www.ft.com/content/f3ac0dfa-05d9-11e5-868c-00144feabdc0>



# Make your Payment, make your choice



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