# helloPay

## PTTC Business Seminar
### March 31, 2016

helloPay

# About helloPay

- **helloPay is an E-Wallet and Online Payment Service**
  - We offer credit/debit card, online banking and cash payment for website and mobile app
  - Live in Singapore, Philippines and Indonesia. Soon, Malaysia and Thailand

- **Part of the Lazada Group**
  - #1 e-commerce company in South-East Asia
  - #1 e-commerce company in the Philippines

- **Team comprised of seasoned entrepreneurs, e-commerce experts and payment specialists**
  - From Lazada, Samsung, PayPal, Visa, Amex, etc.
  - Entrepreneurs, we understand you!

# Why Partner With helloPay?

**helloPay**

## Key Benefits of helloPay Online Payments Platform

### Ecommerce Expertise
We are experienced in building online platforms and designing e-commerce strategies

### Multi-channel
We accept payments from different platforms and channels (website, app, email, etc.)

### Payment Convenience
We offer the widest selection of payment options (Cash/non-cash, prepaid/ postpaid)

### Great User Experience
We offer elegant, yet simple and functional design

### Transparent Pricing
We have a flat rate structure based on volume.
No set up fee, no maintenance fee

### One Stop Shop for Security
Our capabilities include in-house fraud engine and dedicated team of fraud analysts

### Marketing Support
We can optimize promotions and marketing for customer acquisition and retention

### Regional Scale
We can help you scale across the region using our helloPay network

# With helloPay, Accept Payments Online…

With **helloPay**, you can securely accept credit and debit card, online banking, and cash payments on your **website and mobile app.**

Enjoy **higher conversion rates** with a wider range of payment options for your customers. We offer over 30 payment options.

### Credit/Debit Card

VISA  MasterCard

### Internet Banking *

BDO  BPI  Metrobank  RCBC  *+ 4 more*

### Bank Over-The-Counter *

BDO  BPI  Metrobank  RCBC  *+ 10 more*

### Remittance Centers *

M LHUILLIER  CEBUANA LHUILLIER  BAYAD CENTER A MERALCO COMPANY  LBC

### Department Stores *

SM DEPARTMENT STORE  Robinsons Department Store

### Convenience Stores & Others

7 ELEVEN  ecPAY

### E-wallets

helloPay  Globe GCASH
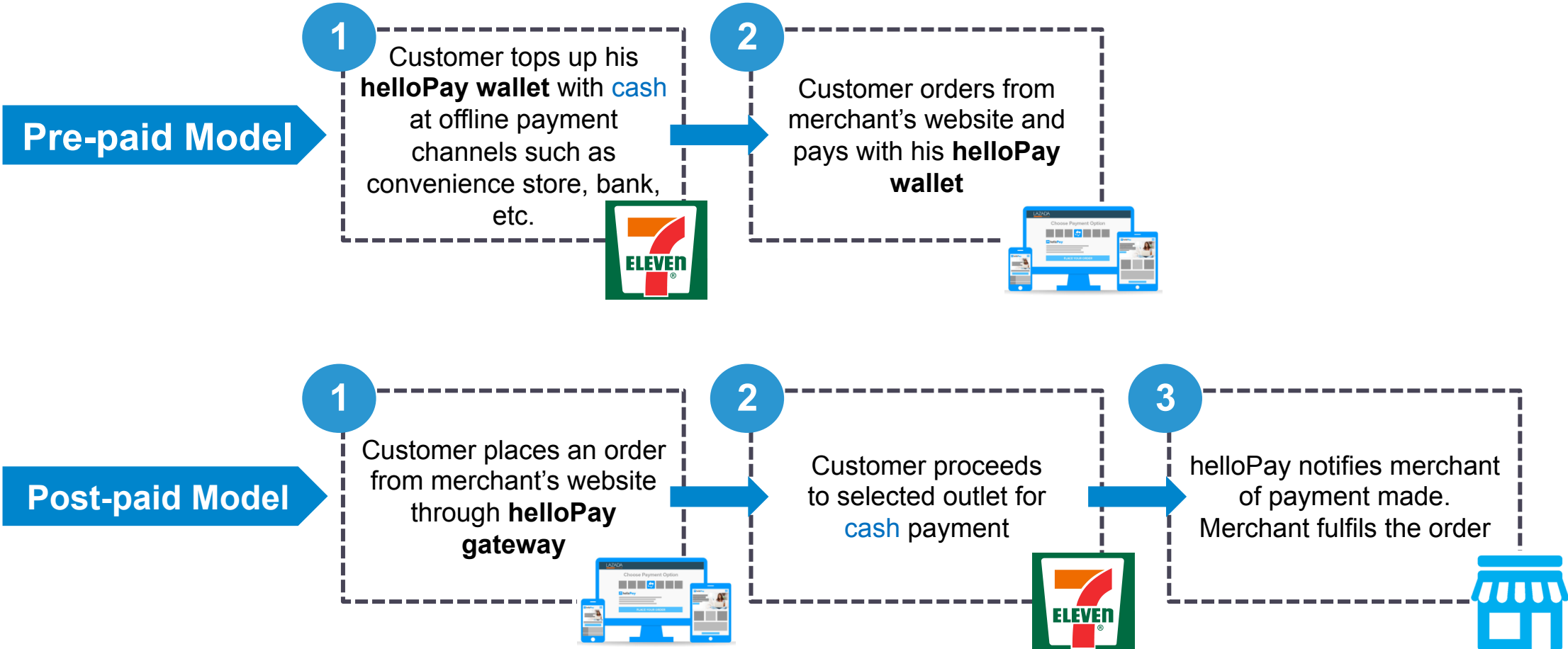
*\* in partnership with Dragonpay*

# … And Enable More Use Cases …



## For cash payments, we offer both Pre-paid & Post-paid models

**Pre-paid Model**

**1** Customer tops up his **helloPay wallet** with cash at offline payment channels such as convenience store, bank, etc.

**2** Customer orders from merchant's website and pays with his **helloPay wallet**

**Post-paid Model**

**1** Customer places an order from merchant's website through **helloPay gateway**

**2** Customer proceeds to selected outlet for cash payment

**3** helloPay notifies merchant of payment made. Merchant fulfils the order

5

# … On Different Platforms and Channels



## Accept payments anywhere

**Integration time**

1. **Easy to use APIs:** built for developers. Highly flexible REST API
   https://hellopay.io/api-documentation.html

   1 to 3 days

2. **Shopping cart plugins:** free shopping cart plugins for your online store

   2 to 3 hours



3. **Buy Buttons:** embeddable across web, mobile, email and social pages

   10 min



We also provide:
- Iframe option (accept payment without a popup or page redirect)
- For APIs, libraries and SDKs for every language
- Documentation, series of guides and step by step tutorials
- Sandbox access for testing

# Transparent Pricing

- Simple fee structure

- No hidden charges

- No set-up costs

- No maintenance fee

- Pricing covers all payment methods

- Includes any tax