



AsiameyPay



# AsiamyPay e-payment system

Merchant-Account from 299\$  
Website (eShop) integration to AsiamyPay  
payments network from 199\$  
Processing center integration from 1999\$

Commission (Receiving payments, Offshore company) from 4% to 6%  
Commission (Receiving payments, Not-Offshore company) from 0,5% to 4%  
Chargeback fees from 35\$



All payments (transactions) between users are made in AsiamyPay e-money



Instant payment execution



AsiamyPay e-money conversion to other e-money available



Adding money to AsiamyPay balance from debit/credit card has no commition



Flexible withdrawal conditions



Fixed low comissions for AsiamyPay transactions



Reliable partner banks



Get AsiamyPay Debit MasterCard and earn up to 1% cash back for every purchase



Discounts and bonus programs from AsiamyPay Partners

Partner Banks:  
Kasikornbank, Bangkok, Thailand  
The Siam Commercial Bank, Bangkok, Thailand



Website



Advanced Security



Mobile Applications  
iOS, Android, WindowsPhone



Hi-End usability



# Market Features and Benefits

## China

-  Large and growing market
-  Market demand for upgrading of existing eCommerce technologies
-  The possibility of AsiamyPay e-money conversion to almost any financial instruments
-  Any eShop website integration to AsiamyPay e-money payment network
-  Hi-End mobile application usability allows securely make payment transactions and control personal funds
-  A flexible approach of the e-money services provision at various spheres including mobile games
-  Possibility of creating AsiamyPay-based cryptocurrency

## Philippines

-  Large and growing market
-  The usability of e-money transfers and payments
-  Market demand for upgrading of existing eCommerce technologies and creating new e-money transfer tools
-  The possibility of AsiamyPay e-money conversion to almost any financial instruments
-  Any eShop website integration to AsiamyPay e-money payment network (+B2C, B2B, C2C consumers)
-  Hi-End mobile application usability allows securely make payment transactions and control personal funds
-  A flexible approach of the e-money services provision at various spheres including mobile games
-  Possibility of creating AsiamyPay-based cryptocurrency

## Thailand

-  Large and growing market
-  The usability of e-money transfers and payments
-  Market demand for upgrading of existing eCommerce technologies and creating new e-money transfer tools
-  The possibility of AsiamyPay e-money conversion to almost any financial instruments
-  Any eShop website integration to AsiamyPay e-money payment network (+B2C, B2B, C2C consumers)
-  Hi-End mobile application usability allows securely make payment transactions and control personal funds
-  A flexible approach of the e-money services provision at various spheres including mobile games
-  Close integration of AsiamyPay payment systems with social networks.





# Global markets

\$ ~400 billion  
Southeast Asia  
eCommerce market size

## China

32% of the population have a bank account

Internet user growth\* 124%



They spend online more than 4 hours every day

## Taiwan & Hong Kong

51% of the population have a bank account

Internet user growth\* 93%



They spend online more than 5 hours every day

## Thailand

29% of the population have a bank account

Internet user growth\* 270%



They spend online more than 6 hours every day

## Philippines

3% of the population have a bank account

Internet user growth\* 531%



They spend online more than 7 hours every day

China  
390 billion \$ \*\* Internet trades



Philippines  
2 billion \$ \*\* Internet trades



Thailand  
3 billion \$ \*\* Internet trades



Taiwan & Hong Kong  
0,5 billion \$ \*\* Internet trades



\* over the last 5 years

\*\* 2015



# Market analysis

Market size  
**390 billion \$**

## China

eCommerce market is estimated at more than **390 billion \$**  
Internet retail is **11%** of the total retail volume  
Annual growth of the China eCommerce market is more than **110%**  
The largest online stores are the drivers of sales  
Internet users population is estimated at **635 million**  
More than **50%** Internet users make purchases via e-payment systems (**305-310 billion peoples**)  
And more **75%** users are using mobile devices and mobile applications for that.



B2C - 158 billion\$ (2014)  
C2C - 232 billion\$ (2014)  
B2C+C2C = 390 billion\$

### Key eCommerce Market Players

C2C Taobao (Alibaba)  
500 million registered users  
80% online sales (C2C China)

B2C Tmall (Alibaba)  
51% online sales (B2C China)

### Development forecast

The expected market growth until 2017 is estimated at more than **700 billion\$**  
Government support business initiatives to use electronic money on a par with national «hidden» youan. It will significantly increase the demand for e-money.

Market size  
**2 billion \$**

## Philippines

Internet audience growth in 2011-2014 was **500%**  
**40 million** Internet users  
More than **80%** Internet users use mobile devices for Internet access  
They spent **more than 7 hours** a day online  
**71%** of Internet users younger than 35 years  
**94%** of Internet users registered in Facebook  
**55%** of Internet users regularly use Facebook  
**3%** of the population have a bank card  
**27%** of the population use bank services  
eCommerce market is estimated at **2 billion \$**

### Key e-Commerce Market Players

PayPal, Globe, DragonPay, PayEasy

### Development forecast

Expected eCommerce market growth is **100% annually**  
Maximum eCommerce market capacity is **8-12 billion \$**

The absence of strong competitors and the high market dynamics make Philippines very attractive for electronic transfers business.

Market size  
**3 billion \$**

## Thailand

**38%** of the population are Internet users  
**93%** of Internet users registered in Facebook (**28 millions**)  
Internet users spend in social networks **3,7 hours per day**  
Key eCommerce Market players - global international companies  
eCommerce market is estimated at **3 billion \$**  
Thailand E-commerce market is characterized by close integration of electronic payment systems with social networks.

### Key e-Commerce Market Players

PayPal, SCB Easy, KasikornBank, WorldPay, ThaiEpay, SiamPay

### Development forecast

Expected eCommerce market growth is **30% annually**  
Mobile commerce growth is **637%** in 2012-2014

The absence of strong competitors and the high market dynamics make Thailand very attractive for electronic transfers business.





# Contacts

## Power Way International Trading Limited

Tel:(852) 3755 6798; Tax: 3610 2779

Unit 905 Workingberg COMM BLDG; 41-47 Marble Road; Hong-Kong

