



Pioneer Next-gen Growth with Alipay+

What you will learn?



- 01** Driving Impetus in the Digital Payment Industry
- 02** Must-haves for Building Next-gen Digital Payment
- 03** Thriving Beyond Payment with Value-added Services
- 04** Achieving Success with Alipay+

01

Driving Impetus in the Digital Payment Industry

For over two decades, mobile money services have grown exponentially and it is expected to maintain such momentum. According to Statista, the total transaction value of digital payments is expected to show an annual growth rate (CAGR 2024-2028) of 9.52%, resulting in a projected total amount of US\$16.59 trillion by 2028.

Meanwhile, driven by technological advancements and shifting consumer behavior, with the rise of Gen X, Gen Y (Millennials), and Gen Z as major forces of consumption, solutions to engage them also need to be more customer-centric. Gen Z is the true digital natives. From streaming to sharing, those between the ages of 18 to 24 expect seamless connectivity - and their finances are no exception. Hence, a next-gen payment system that features customer-centric, hosts rich use cases, and embraces open and connected ecosystems are responses to ever-changing consumer needs.

Onboard Next-gen Payment with Alipay+

Alipay+ has its roots in Alipay (China) in solving trust issues between buyers and sellers in the early days of e-commerce. For two decades, it has been dedicated to innovating paytech & fintech while empowering more global partners to build up their own digital payment and ecosystem. Ant International, the operator of Alipay+, has accumulated substantial in-house knowledge, technologies and operational expertise to meet the diverse and customized solution needs of individuals and Small-to-Medium Enterprises (SMEs) in today's digital landscape.

Whale Cloud, the exclusive partner of Alipay+, boasts abundant experience in international B2B markets, including telecommunications, governments and large enterprises. With a service network and localized teams spanning across over 80 countries, Whale Cloud now leverages its internet-driven capabilities and B2B expertise to assist global clients in achieving their fintech goals. This support includes the implementation and management of localized e-wallet and digitalization solutions based on Alipay+ Wallet Tech.

The synergy of insights, expansion capabilities, and technology innovation between Ant International and Whale Cloud will further accelerate financial inclusion on a global scale.

02

Must-haves for Building Next-gen Digital Payment

Digital payments have become ubiquitous due to the proliferation of e-wallets and cashless initiatives supported by various government, telecommunications, banking, fintech, and technology firms. In terms of business attributes, most of these platforms are just a combination of basic payment functions, splicing together the payment needs of commonly used services such as utilities, telecoms and e-commerce. However, in today's digital age, payment transcends mere transactions; it carries rich and diverse information, including customer demands, consumption behaviors and preferences, credit data, pricing dynamics. Next-gen digital payment should be more customer-centric and tech-driven that emphasizes not only on payment capabilities, but also on user experience, success rates, user growth, and, importantly, sustainable development.



User Engagement in Omni-channel Multi-scenario Payment Capabilities

As customers are scattered in multiple scenarios - such as food and beverage, delivery, e-commerce, transportation and entertainment - each characterized by distinct payment habits, transaction frequency, amounts and purposes. Therefore, effectively engaging customers across multiple scenarios is crucial to acquire and retain users in large scale, further consolidating siloed data into assets.

Alipay+ integrates with multiple use cases, from offline supermarkets and convenience stores to online e-commerce and government services like utility, education, registration. This versatility addresses users' real-life demands for payment, financing and remittance, positioning Alipay+ as a valuable assistant toward an easier life with advanced payment capabilities:

- **QR Code Payment** (Business-to-Consumer and Consumer-to-Business) for key account merchants and SMEs. In China, QR code payments are the most frequently used method, with a stunning penetration rate of 92.7%.
- **Escrow Payment** for e-commerce & pre-authorization scenarios, such as in the hospitality sector.
- **Agreement Payment** for pre-agreed scenarios, like password-free payment in taxi service or small ticket price transactions.
- **Recurring Payment** for utility bills or subscription services like Netflix, YouTube, etc.
- **Hybrid Payment** solutions to accommodate various needs.

These comprehensive payment capabilities enable Alipay+ to penetrate more complex & customer-intensive scenarios and gain first-hand data & insights about users and merchants, summarizing sector-oriented demands and building up a traffic hub under one roof.



User Lifecycle Value Growth

Improving user lifecycle value and achieving commercial growth have become critical operational metrics for platforms. It is vital to conduct refined management and maintenance of users by establishing and amplifying influence to maximize user value, such as Average Revenue Per User (ARPU).

Alipay+ adopts in-depth analysis of user behavior characteristics and efficient user lifecycle management. Utilizing rich labeled data along with Artificial Intelligence (AI) and Machine Learning (ML) capabilities, Alipay+ addresses user needs across the entire lifecycle, from activation to retention, revenue and referral (AARRR) metrics. Currently, Alipay (China) has embedded AI agents in financial management, life services, and healthcare based on its massive vertical data. Alipay's intelligent assistant enables users to utilize AI for access to various services and complete daily tasks, such as ordering coffee and shopping, facilitating the integration of AI into everyday life. Additionally, the AI financial assistant focuses on financial management and professional knowledge-based Q&A, and provides professional services such as market interpretation, position analysis, insurance allocation and investment education. The latest Monthly Active Users (MAU) have reached 59.08 million.



User Experience

User experience is a cornerstone of product competitiveness. It directly influences the emotional connection and interaction between users and products, impacting user satisfaction, loyalty and word-of-mouth referrals. Typically, for digital payment, smooth & simplified transaction process, verification and success rate are key indicators.

At Alipay+, ZoloZ provides a best-in-class Know Your Customer (KYC) capability that enhances user experience and service stability. This capability features comprehensive identity document security checks, advanced AI models, and a risk engine capable of effectively identifying identity fraud with a reliability rate of up to 99%. It is particularly suited for scenarios that require "real person" verification, including opening new account in the banking and finance sectors, mobile check-in in hospitality & airline industries, and sharing economy platforms and social networks.

AlphaRisk, the AI-driven intelligent risk control engine of Alipay+, can accurately identify fraud risk transactions where users have been deceived among hundreds of millions of transactions. It completes complex processes such as risk warning, detection, management and control in less than 0.1 seconds. It strikes a good balance between disturbance rate and fraud loss rate by automatically adapting to user behavior characteristics, optimizing the payment process and reducing unnecessary verification steps. This has significantly boosted user confidence and activeness on Alipay+ powered platforms like GCash, Touch 'n Go.

In addition to its sophisticated payment capabilities, user Lifetime Value (LTV) management and user experience enhancement, it is still imperative to focus on security, compliance, infrastructure and other factors to secure sustainable business growth.

Alipay+ offers world-leading, full-suite digital payment solutions, ranging from retail acquiring, mobile payment, remittance, marketing promotion to risk control. In this way, it empowers clients across the world to fulfill their business ambitions and drive greater digital and financial inclusion.

03

Thriving Beyond Payment with Value-added Services



Payment serves as the cornerstone of inclusive financial service and can lead to a more prosperous future. Developing a future-ready growth pattern on top of payment deserves more focus. Alipay+ stands out in digital payment & inclusive finance arena as we strive to empower and grow with clients with in-house developed technologies, billion-user-endorsed products, and operational expertise that foster long-term partnerships. Beyond deploying the solution, Whale Cloud provides “business care kits” to help customers explore the journey in an assured manner.

Business Consultancy & Operations

Business consultancy is crucial for business at the initial stage in mapping out future business direction, scenarios, and most importantly, investment and returns. Alipay+ offers market-oriented business consultancy services, including:

- Business diagnosis (market research, user, merchant, scenario, data, etc.)
- Business strategy analysis, formulation & execution
- Business scenario building-up & user growth
- Financial return analysis

Apart from these, Whale Cloud provides professional team organization support, assisting clients in defining core positions, streamlining the job models, and establishing a firm talent structure for sustainable business growth. In a nutshell, we strive to be a trustworthy consultant and reliable partner in empowering end-to-end business growth for our clients.

Inclusive Financial Services

Whale Cloud believes in the power of small but impactful solutions. The financial needs of unserved or underserved individuals and SMEs, which were once overlooked, can now be well-addressed with sufficient data, a robust risk control engine and cutting-edge technologies. Be it as small as paying for a bottle of Coca-Cola, or as big as supply chain finance, Alipay+ has pioneered the “3-1-0” model for credit-based financial services. This model allows for a 3-minute application process, 1-second disbursement, and 0 manual intervention in the whole process. It significantly drives data monetization and profits for the platform while significantly lowering the barriers to finance, enabling greater financial inclusion.

Ecosystem Consolidation

According to Gartner, by 2027, more than 50% of the global population will be daily active users of multiple super apps. Mini-programs are essential for building super apps, as they are lightweight applications that can quickly onboard services of all sectors with lowered technical barriers, reduced R&D costs, and improved development efficiency. Moreover, the flexible connection and streamlined user experience of mini-programs enable wider user reach and increased traffic. For instance, Alipay in China currently hosts 4 million mini-programs of multiple sectors, such as government services, telecom, transportation, tourism, and entertainment, transforming it into a truly national ecosystem.



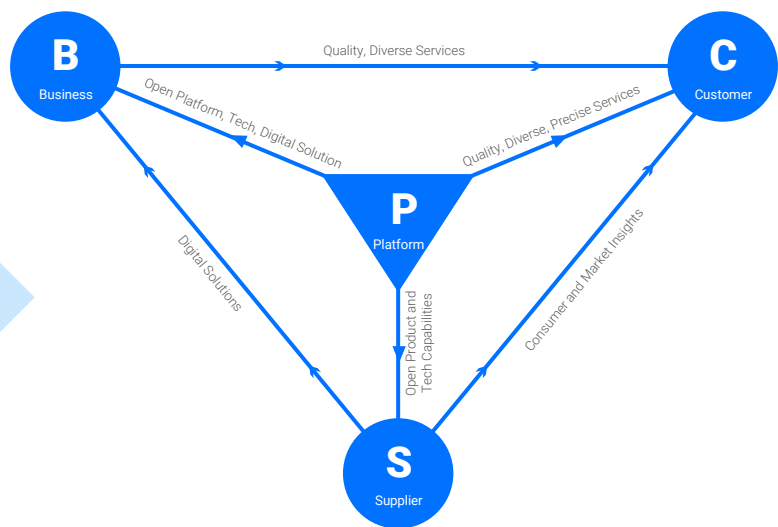
Open Platform and Digital Transformation

In response to the industry's strong demand for digital transformation, Alipay+ is committed to building an open platform for digital operations and exposing basic capabilities such as payment, security, credit, finance, and marketing expertise to partners of all sectors. By providing generic solutions and technologies, merchants, especially SMEs of limited development and operation capabilities, can now establish their own digital business on the Alipay+ platform, serving more customers while reducing costs.

The Platform is a Key Driver of Digital Transformation

B-S-P-C Co-Creation:

Alipay+ Platform Model



Cross-border Payment & Marketing

In light of the growing demand for cross-border transactions, it is necessary to refine mobile user experience, on top of the traditional card-based or currency-exchange methods. Alipay+ provides a suite of cross-border digital payment and digitalization technology solutions that connect global brands with mobile-savvy consumers worldwide, enabling every consumer to make cross-border payments with their home e-wallet, without concerns about currency exchange. Currently, Alipay+ collaborates with over 25 mobile payment providers and 300+ acquiring service providers to link more than 88 million global merchants with users around the world. As the official payment partner of UEFA EURO 2024™, Alipay+ joins hands with global partners to allow fans from different countries to use their own e-wallets in Germany, enabling them to enjoy the excitement of the Championship and immerse themselves in German culture. This approach facilitates global exchanges and cooperation, much like the spirit of football.

04

Achieving Success with Alipay+

To date, Alipay+ has empowered 10+ partners in establishing leading localized e-wallets & fintech ecosystems while promoting overall digital transformation. Despite their different backgrounds in telecommunications, banking, vertical sectors or varied market volume from millions level to billions level, almost all our partners have grown into No.1 players in their respective markets.



#1 Finance Super App

GCash was initially launched in October 2004 as an SMS-based money transfer service by Globe Telecom to address the needs of Filipinos who lacked access to formal banking services at the time. To redefine the financial landscape in the Philippines in an increasingly digital environment, GCash introduced a brand-new mobile wallet in 2017. With the support of Alipay+, GCash leveraged expertise in technology upgrades, product design, business scenarios, as well as market insights and localization operations, to enhance its platform capability enhancement and business growth for greater financial inclusion across the Philippines.



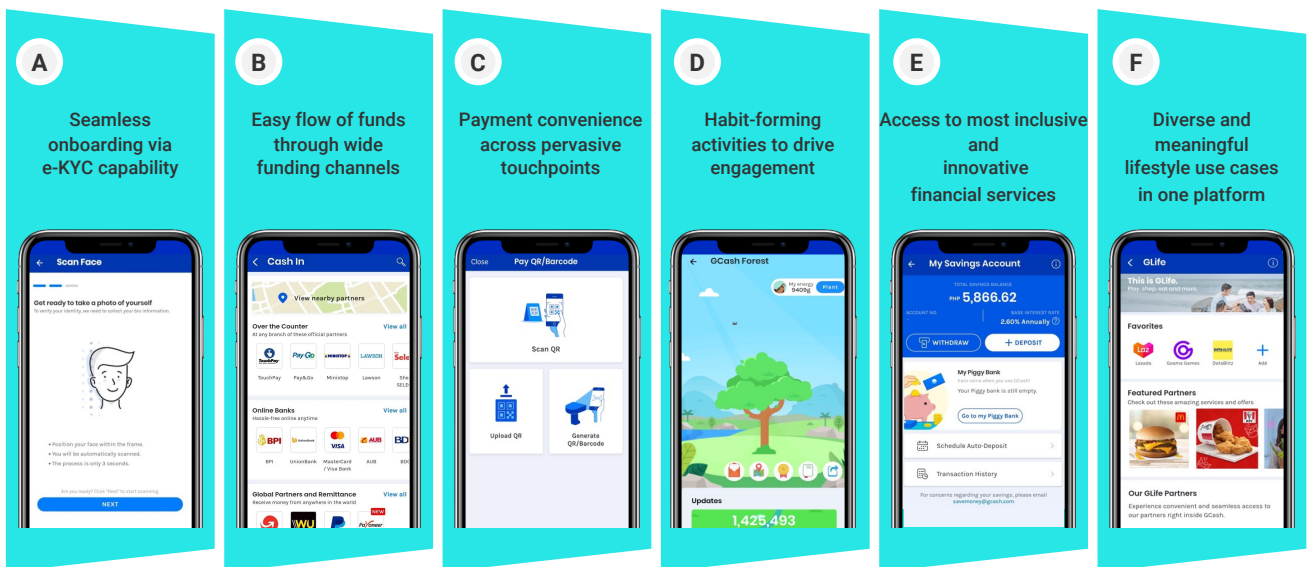
Platform Enhancement

Alipay+ consolidated GCash's platform capabilities in an all-around way, from legacy system migration, risk control system construction, to business operations. With advanced intelligent risk management technologies, GCash has launched its initiatives to combat fraud and abuse of promotions through "Risk Decision Engine," "Risk-based Authentication" and "ZoloZ e-KYC", enhancing system security and paving the way for complex transactions.



Business Expansion

Drawing on Alipay+ experience & expertise, GCash substantially boosted user engagement and revenue growth through diversified payment capabilities, complex scenario penetration, inclusive & innovative financial services and lifestyle services. Today, GCash is the undisputed No.1 finance super app in the Philippines, boasting the most extensive cashless digital ecosystem with 86 million registered users and 6 million merchants and social sellers. It is more affirmed than ever in fulfilling its vision of finance for all.





The success stories of partners like GCash are a testament to Alipay+'s ability to deliver comprehensive solutions that address the complex challenges of the digital age. As the platform continues to evolve and expand its offerings, it is well-positioned to lead the next generation of growth in the digital payment industry, ensuring that both consumers and businesses can thrive in an increasingly interconnected world.

Looking ahead, Alipay+'s commitment to innovation, partnership, and digital transformation will undoubtedly continue to drive the industry forward, creating new opportunities for growth and inclusion. As the digital payment landscape continues to evolve, Alipay+ stands ready to embrace these changes, ensuring that it remains at the cutting edge of financial technology and continues to pave the way for a more inclusive and accessible financial future for all.

Contact Us

Visit our website for more information:
<https://online.iwhalecloud.com/>

