



# Alipay Friends

**Alipay International**

01 .

# Alibaba and Alipay



# Alipay Relationship with Alibaba

Make it Easy to Do Business Anywhere



With Globalization, Our Goal is



10 Million Profitable **SMES**



2BN **CONSUMERS**



Create 100 Million **JOBS**

02 .

# Alipay, Payment and Lifestyle Platform





**50+ Markets Globally**



**1+ Billion Users Together  
with Strategic Partners**



**International Partnerships  
with Top Brands**

# 50+ Markets all around the world

Travel Around the World with Alipay

## 📍 Europe:

- 1.UK
- 2.Germany
- 3.France
- 4.Italy
- 5.The Netherlands
- 6.Sweden
- 7.Finland
- 8.Austria
- 9.Czech Republic
- 10.Belgium
- 11.Russia
- 12.Monaco
- 13.Spain
- 14.Greece
- 15.Switzerland
- 16.Denmark
- 17.Norway
- 18.Luxembourg
- 19.Iceland
- 20.Portugal
- 21.Malta
- 22.Ireland
- 23.Poland
- 24.Liechtenstein
25. Slovenia
26. Slovakia
27. Hungary
28. Cyprus
29. Latvia

## 📍 Africa:

- 1.South Africa
- 2.Mauritius

## 📍 North America:

- 1.USA
- 2.Canada

## 📍 Asia and Oceania:

- 1.Chinese mainland
- 2.Hong Kong
- 3.Macao
- 4.Taiwan
- 5.Japan
- 6.ROK
- 7.Singapore
- 8.Thailand
- 9.Malaysia
- 10.Australia
- 11.New Zealand
- 12.The Philippines
- 13.Cambodia
- 14.Laos
- 15.Israel
- 16.UAE
- 17.Myanmar
- 18.Qatar
- 19.The Maldives
20. Indonesia
21. Nepal
22. Sri Lanka

- Alipay also supports in-flight purchases and purchases onboard the world's major cruiseliners.
- Alipay supports settlement in 27 currencies.
- Alipay users can get instant tax refund at airports or even in urban areas in 35 markets.
- Public transportation systems in 20 markets accept Alipay.

# USER JOURNEY

## Before Departure

Reach Your Customers during Their Trip Planning

Before Departure

On Arrival

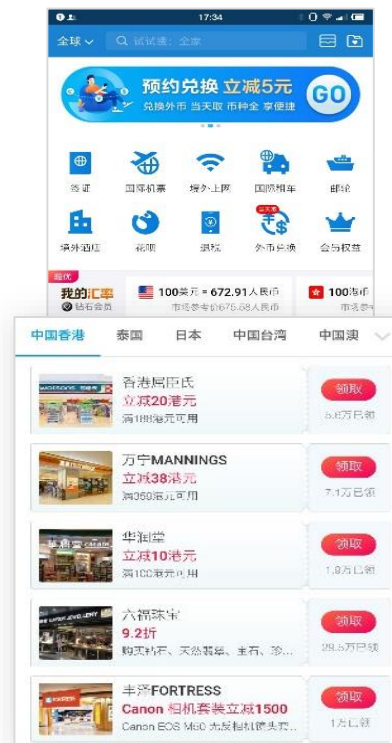
Nearby Store

After Consumption

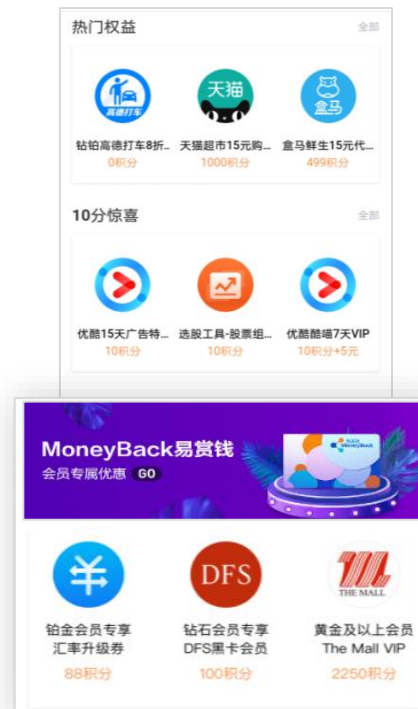
Return



Flights search page  
On fliggy



Alipay global page



Global section of  
alipay membership

# USER JOURNEY

Before Departure

On Arrival

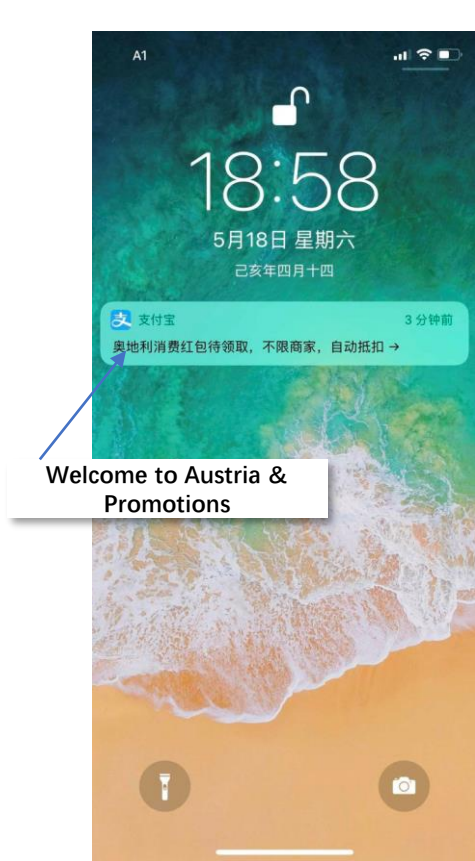
Nearby Store

After Consumption

Return

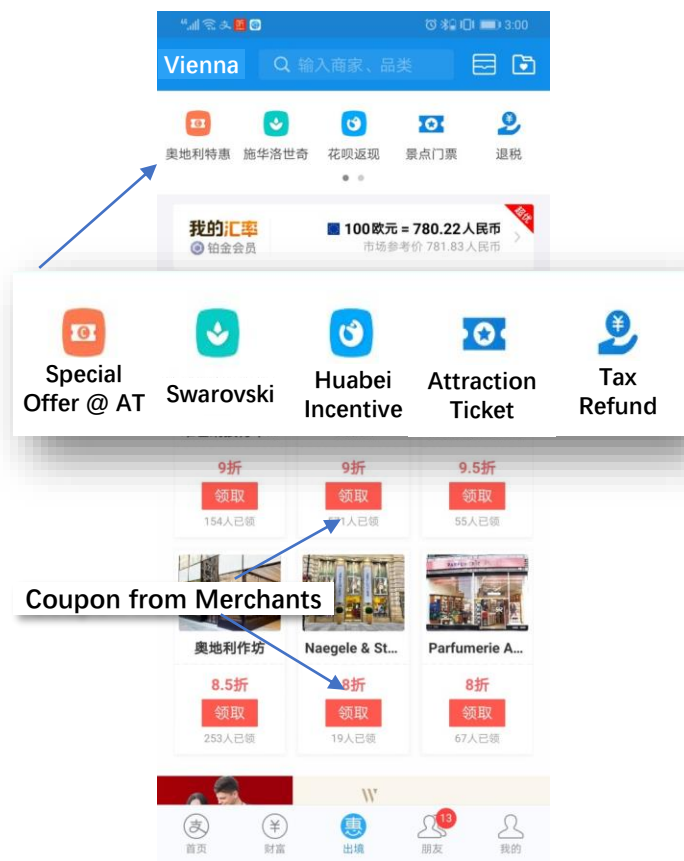
## On Arrival

### Brand Promotion with the Comprehensive Directory of the Traveled Destination



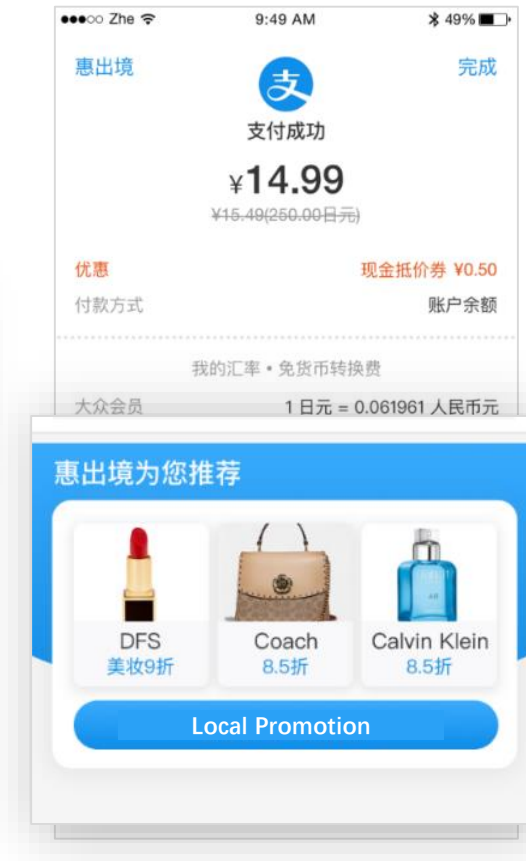
Welcome to Austria & Promotions

Alipay LBS Push



Coupon from Merchants

Alipay city page



Alipay E-Receipt & Local Promotion



# USER JOURNEY

Before Departure

On Arrival

Nearby Store

After Consumption

Return

# Return

## Continuous Marketing Even After Traveler's Returning Home

Cross Board Travel in **March**

Total Expense	Alipay Saved
¥9380.60	¥226.00

“Red Package” Incentive ¥31.00元    Membership Discount ¥47.00元    Merchant Coupon ¥188.00元

消费明细

Kingpower王权免税店 (曼谷店)	-1257.80
7-11便利店	-6.52

Promotion in TMALL in China

Kingpower旗舰店 8折 天猫国际旗舰店可用	领取
7-11便利店 立减10元 天猫国际旗舰店可用	领取

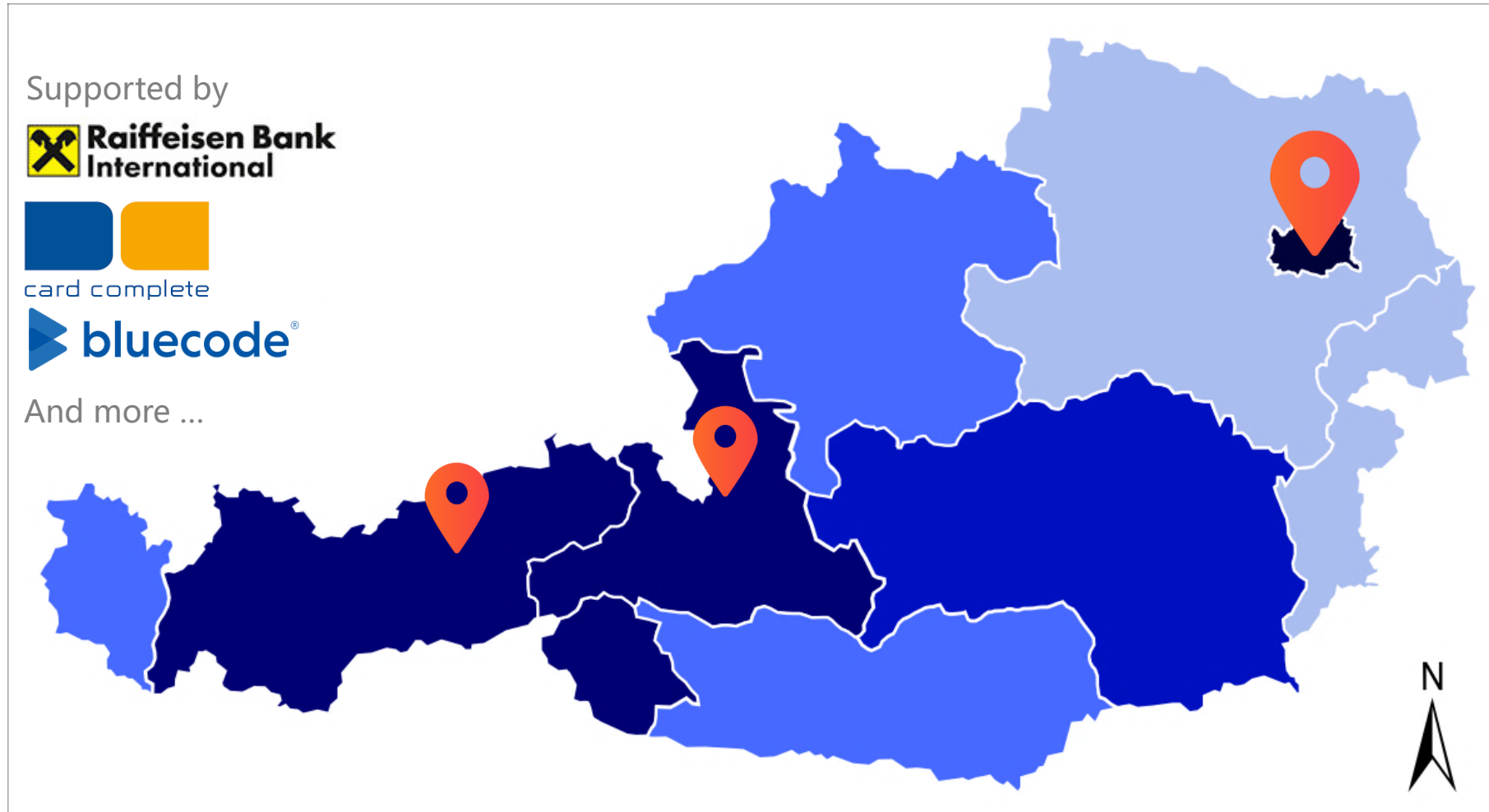
Tmall store in China will provide coupon according to the purchase during trip. Re-Purchase is the target.

03 .

# Alipay in Austria

# Austrian Partners

Travel & Shop in Austria with Alipay



And more ...

# Partners Airports in Europe

Travel Around the World with Alipay



And more ...

04 .

# Alipay Expectation

# Alipay Expectations

Travel in Austria with Alipay



To support Alipay co-work with Airports.



To meet with administration/ commercial association



Tourists be well informed



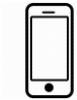
Be ready for further marketing...

# Alipay Friends

Travel in Austria with Alipay

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