



WeChat

Welcome China With WeChat:
New Power to Business

Nov/2017

eagleyige@tencent.com

Communication

Connection

Commerce



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About Tencent and WeChat

2

Welcome China with WeChat

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Case Studies



Tencent: Leading Internet Service Provider

WeChat: an Ecosystem to Connect Life



A photograph of two young women with long brown hair, smiling and looking at a smartphone together. They are in a shopping mall, with several shopping bags (green, white, brown, blue) visible in the foreground. The background is blurred, showing other people and store lights. The image has a semi-transparent dark overlay.

Market Cap \$510 Bn USD as of 11/20/17
World #6 largest public listed company

Source: TENCENT COMPANY REPORTS

WeChat - All About Connecting People

Meet Efficiently



Communicate Conveniently



Stay In Touch Privately



WeChat at a Glance

The background image shows two young women with long dark hair, smiling and looking at a smartphone held by the woman on the right. They are in a shopping mall, with several paper shopping bags (green, white, brown, and blue) visible in the foreground and background. The image has a semi-transparent dark overlay.

980M

Monthly Active Users
(Sept'17)

90mins

50% users use WeChat for
at least 90 minutes a day

1M

Retail stores using
WeChat Pay

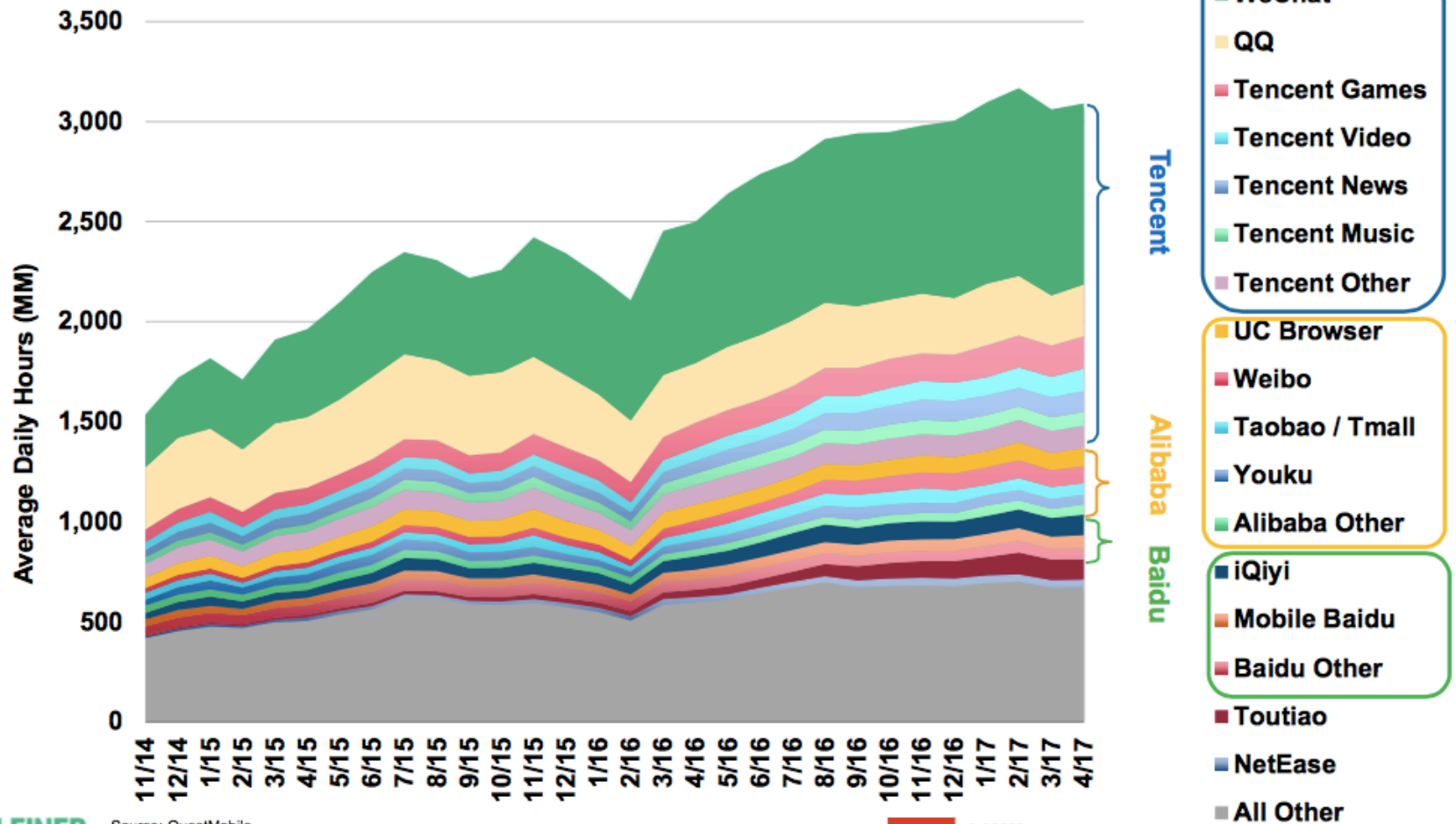
600M

Monthly Active WeChat Pay
users (Dec'2016)

Source: TENCENT COMPANY REPORTS

WeChat Time
= 35% of Mobile Time Spent in China

China Mobile Internet Daily Hours By App, 11/14 – 4/17



Source: QuestMobile
Note: Only top 100 apps by time spent are categorized by company affiliation. Tencent, Alibaba and Baidu affiliates include strategically invested companies.





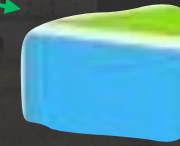
Business on WeChat



Mini Program



Official Accounts



Cards & Offers

Service

Content and Service

Incentives



Consumer



Quick



Med-term



Long-term

WeChat: Mini Program

Instant Service Without Downloading Full App



Mini Program is a **light-weight** APP that lives on WeChat, providing **native-like** experience that is **compatible** on both iOS and Android devices

Unique Features



Nearby Mini Programs



Access to Group Chats



Embed in WeChat Articles

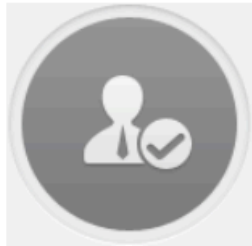


In-Place WeChat Payment



WeChat: Official Accounts Delivering Service and Contents

SERVICE ACCOUNT



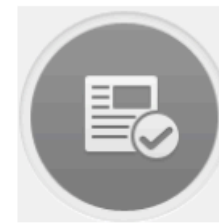
Service-based

Good for Advanced CRM Operations

- Menu
- Appears with other chats
- Advanced features
- Broadcasting x 4 / Month



SUBSCRIPTION ACCOUNT



Content-based

Good for Keeping Users Informed

- Menu
- Hidden in sub-folder
- No message alert
- Broadcasting x 30 / Month

WeChat Coupon + Café Social = An Innovative Business Model



STARBUCKS

Human Connection



Social + Gifting



[StarTalk] WeChat Virtual Gift Card

By entering a strategic partnership with WeChat, Starbucks enabled WePay in over 2500 stores in China and opened up a new door to engage with consumers

Brand Connection



Brand + Experience

Conversion



Pay with WeChat

WeChat Social Ads - Moments

Moments



Moments sharing among private network with more privacy and relevant information.

1

PORTRAIT WITH NAME

2

PROMOTION TAG

3

LINK FOR DETAILS

4

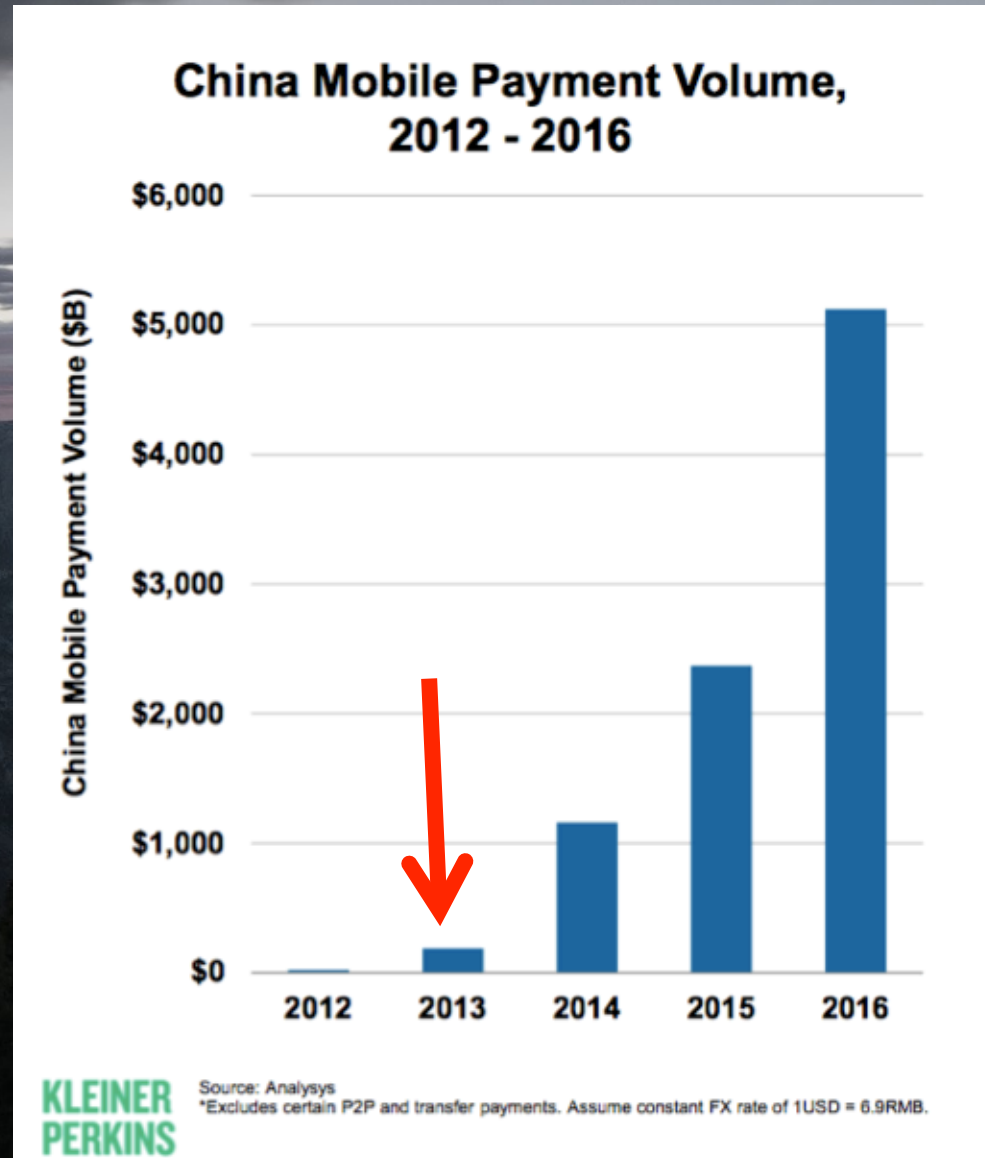
UP TO 9 AD IMAGES

5

SOCIAL INTERACTION



China Mobile Payment Market



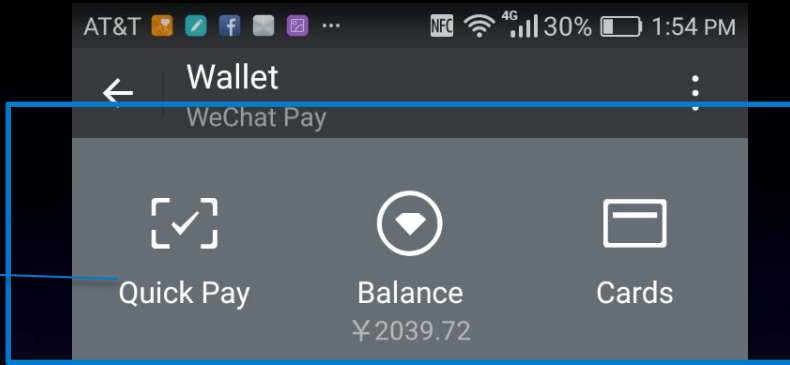
In 2016, China's mobile payments hit \$5.5 trillion, roughly 50 times the size of America's \$112 billion market.

WeChat Pay market share is 40% by Q1'17

Source: consulting firm iResearch.

WeChat Pay and Wallet As Portal

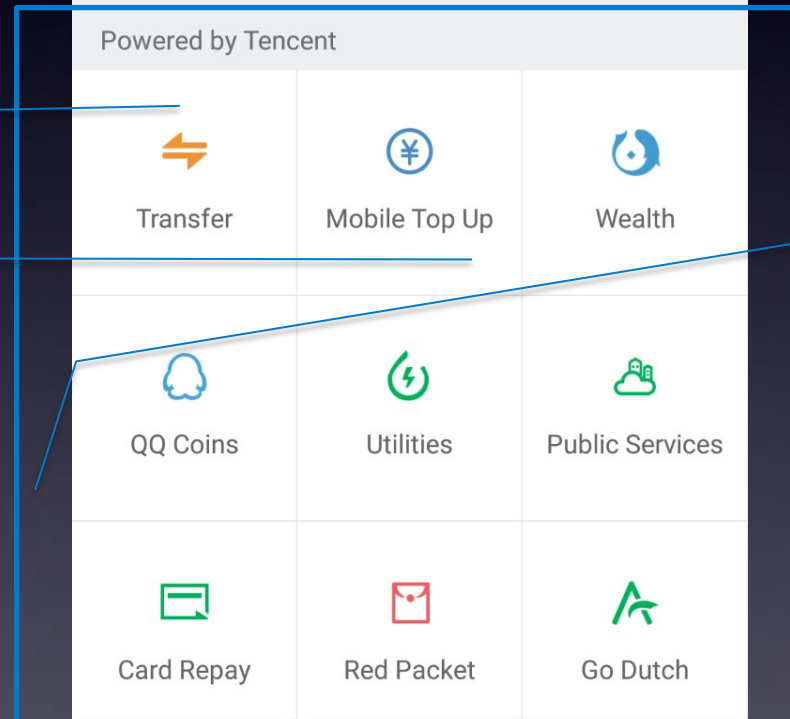
Quick Pay



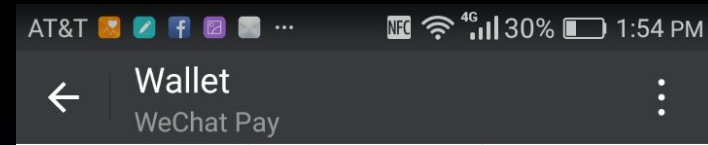
Money Transfer

Mobile Top Up

Wealth Management

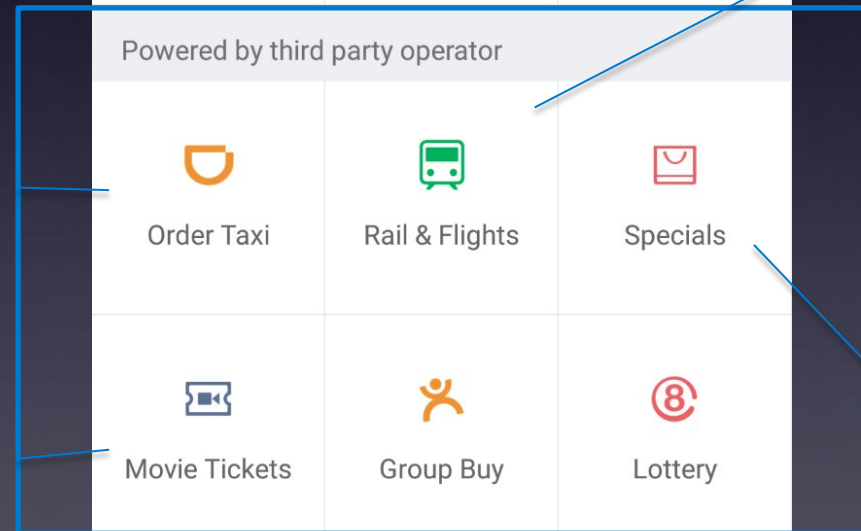


Charity



Order Taxi

Movie Ticket



Train/Flight Ticket & Hotels booking

JD.com E-commerce

WeChat Pay: Online and Offline

Online



In-App Pay



Pay via Official Account

Mini Program, or Web

Offline (face to face)



Scan QR Code Generated by Merchant



Merchant Scans Customer's Quick Pay QR Code

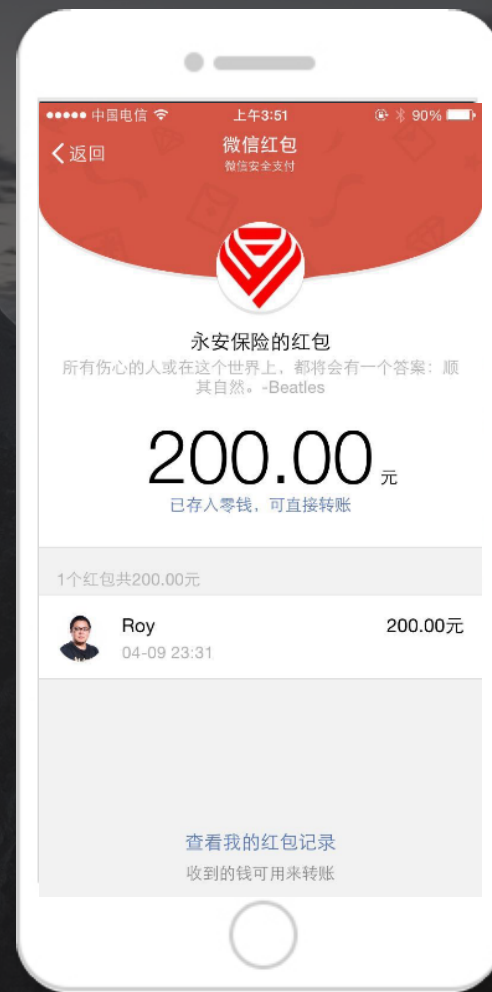
WeChat Pay: Not Just Payment



Direct Transfer



Receive Money



Red Packets

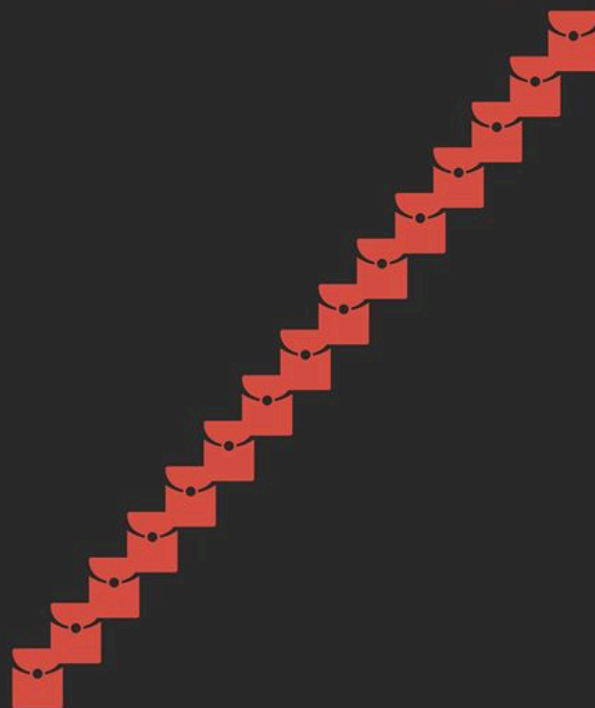


Go Dutch

A holiday tradition no matter how far we travel

Red Packets sent via WeChat for Mid-Autumn Festival

Over **6.4 billion** packets

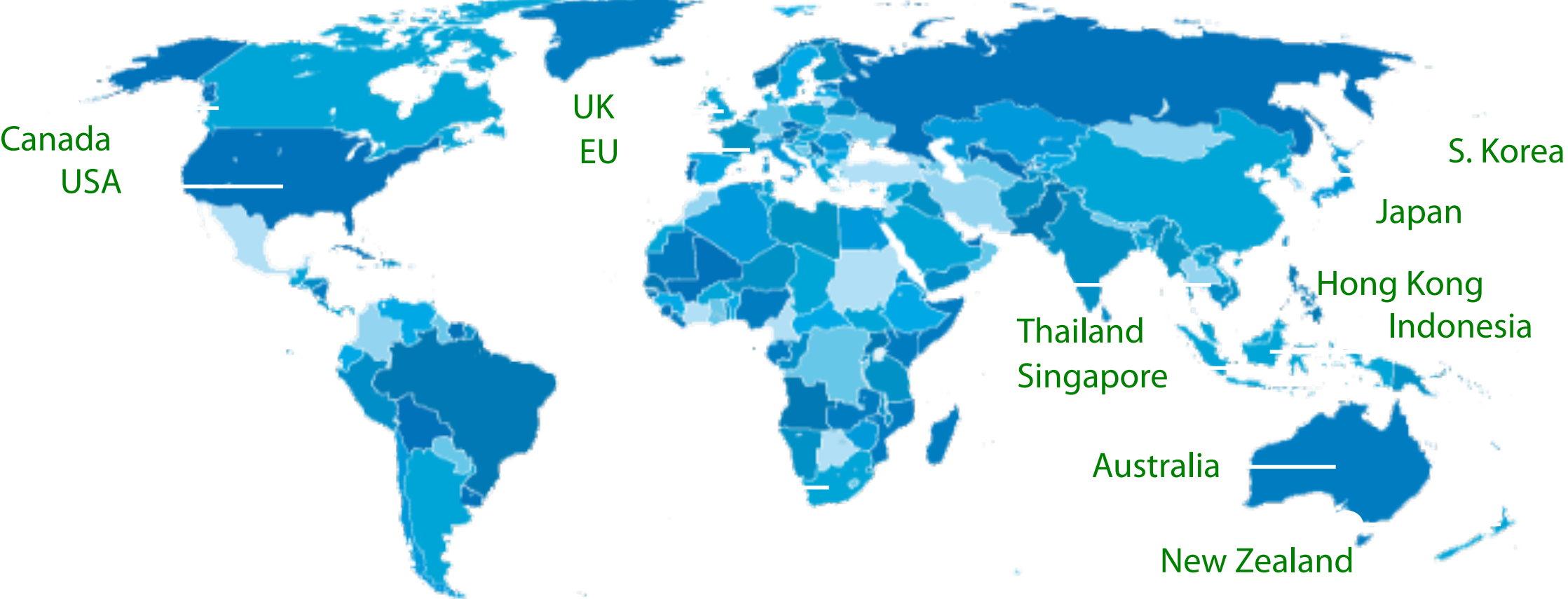


2017.10.04

6.4 billion digital WeChat red packets sent at Mid-Autumn Festival in 10/4/2017

45 Billion WeChat red packet sent in 2017 spring festival period (6 days)

WeChat Pay: Going Global – support 12 currencies



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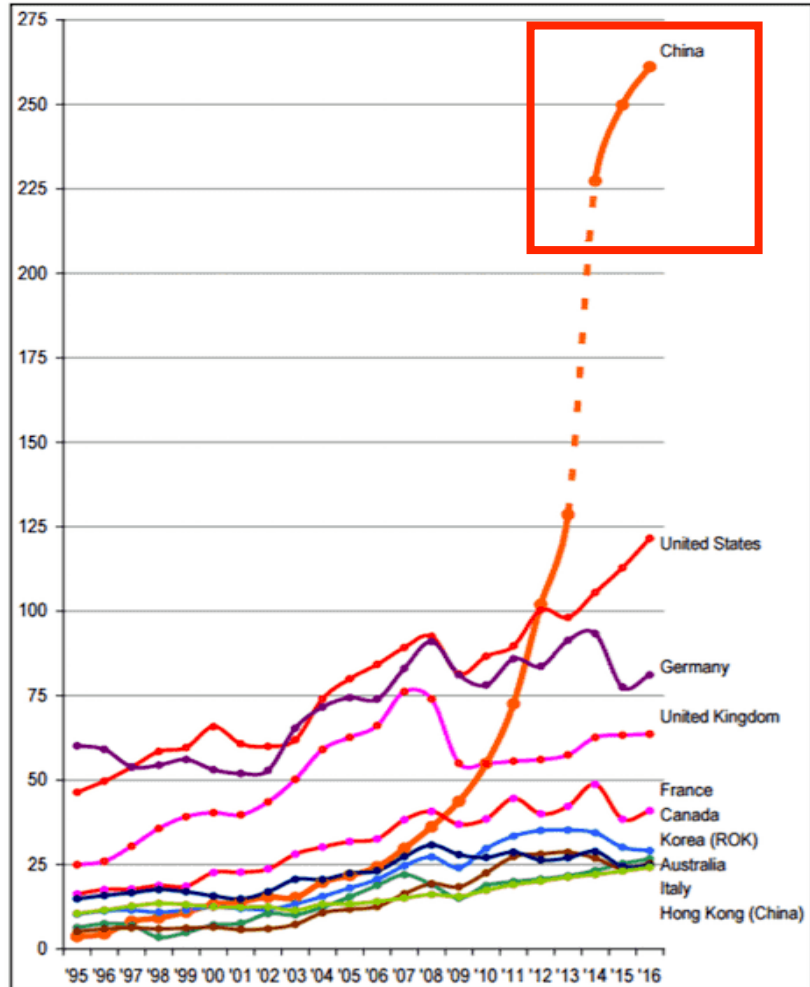
Case Studies



Opportunity: Welcome the World's Top Tourism Spenders

World and regions: Outbound Tourism
International Tourism Expenditure

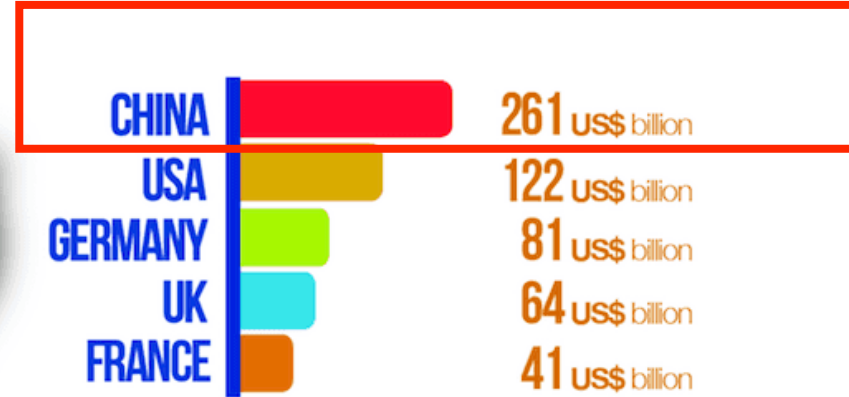
(US\$ billion)



Source: World Tourism Organization (UNWTO) ©

WORLD'S TOP TOURISM SPENDERS

INTERNATIONAL TOURISM EXPENDITURE 2016



©World Tourism Organization (UNWTO) April, 2017

By 2020, China international tourism expenditure is projected to reach \$350B (UNWTO)

US Department of Commerce 2017 Report

For US: China Inbound Market

2.97MM (+15%)

\$33.0 B (+9%)

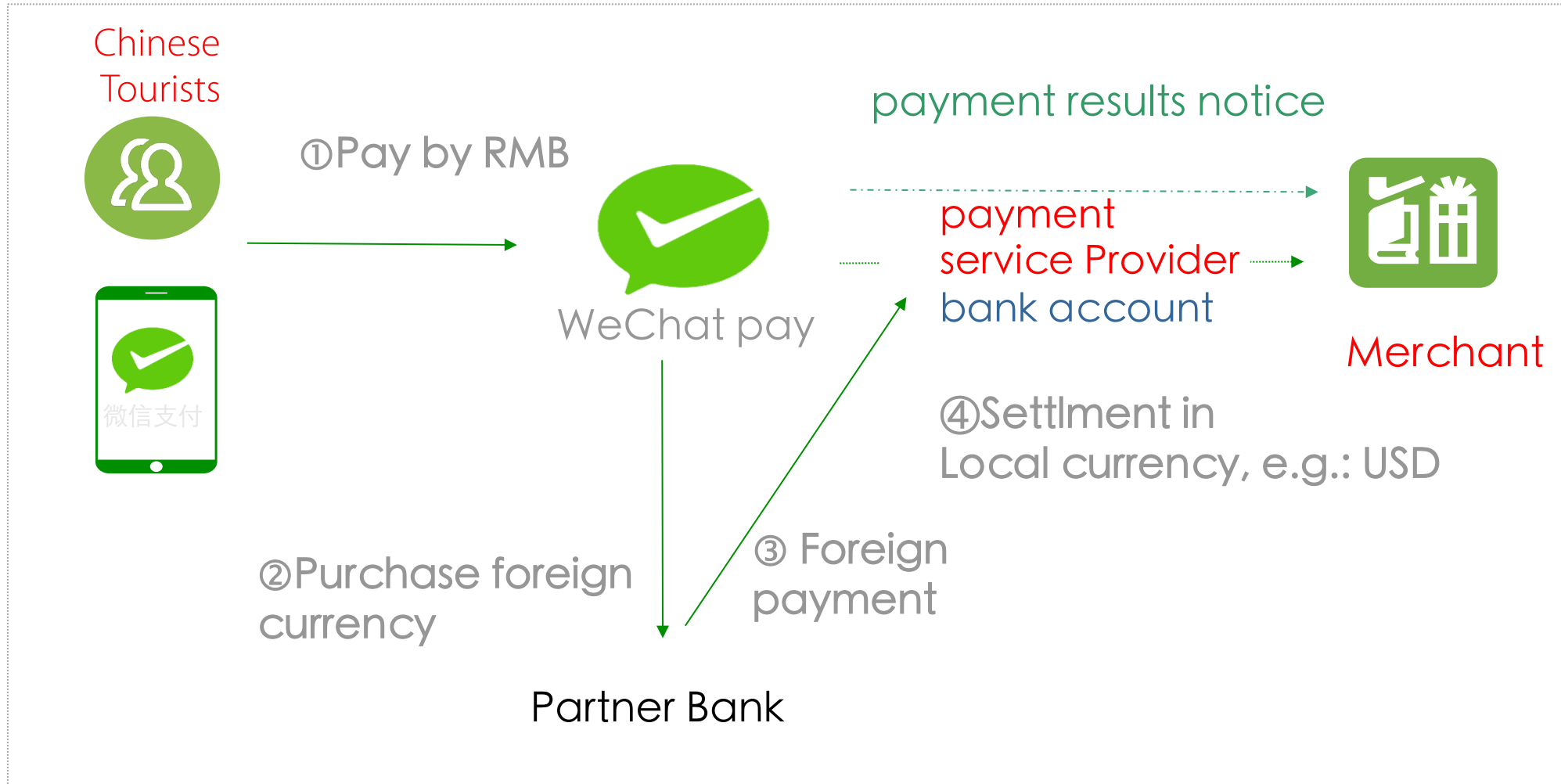


Welcome China Program With WeChat

- Help partners to attract and serve Chinese tourists in better and more social ways
- The Plan:
 - I. Increase awareness for ‘Welcome China’ program
 - II. Specify qualifying requirements
 - III. Create a process to help businesses get started
 - IV. Reward certified or qualified businesses as recognition and proof for program success.

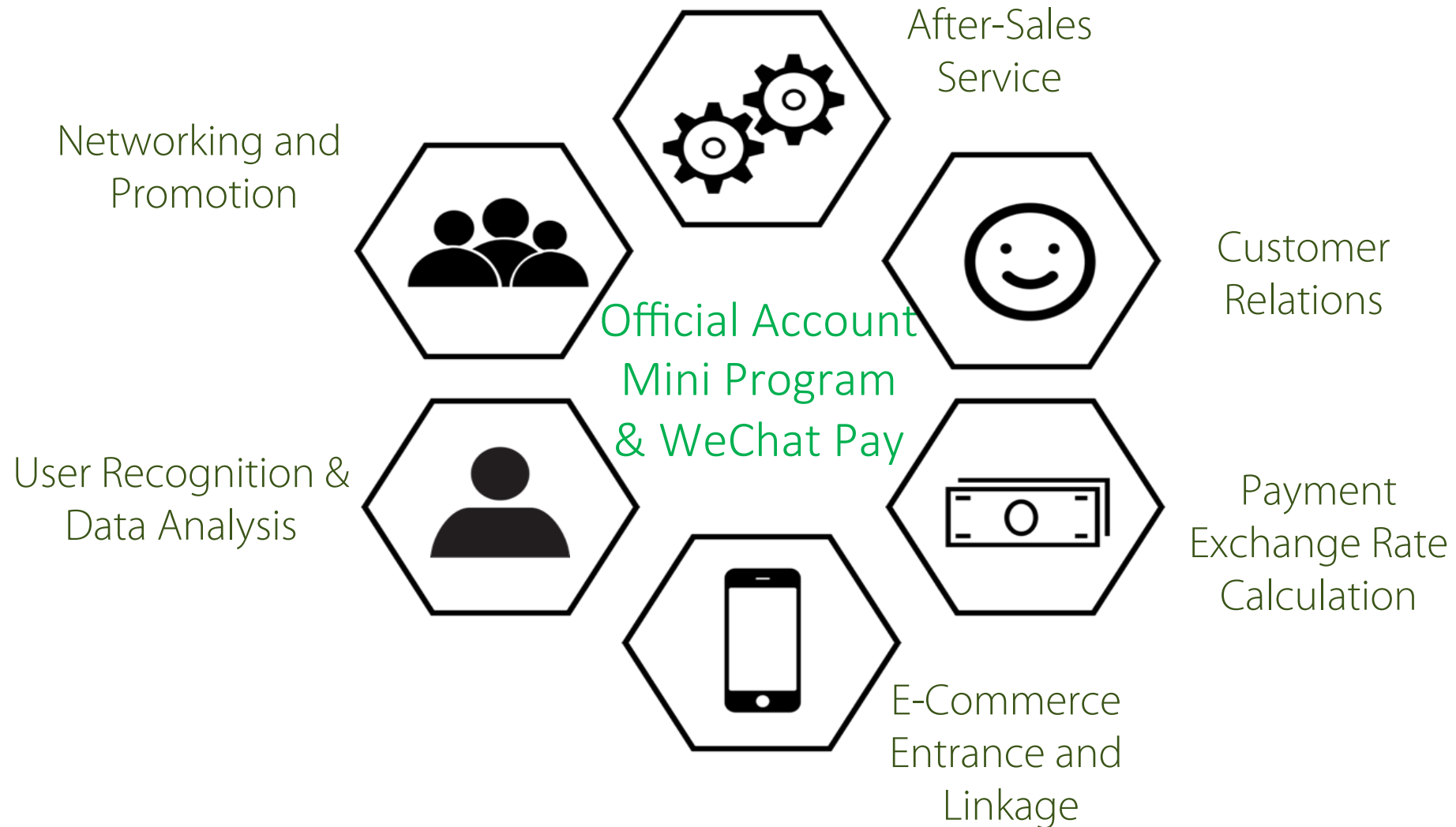


WeChat Cross Border Payment

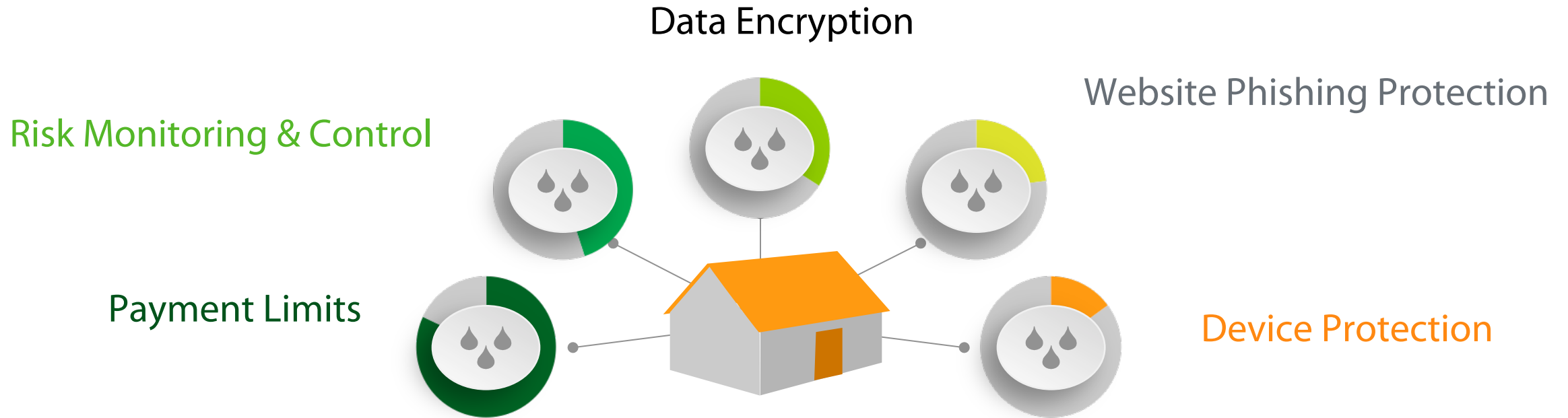


WeChat Pay Money Flow

WeChat Pay Improves Customer Experience



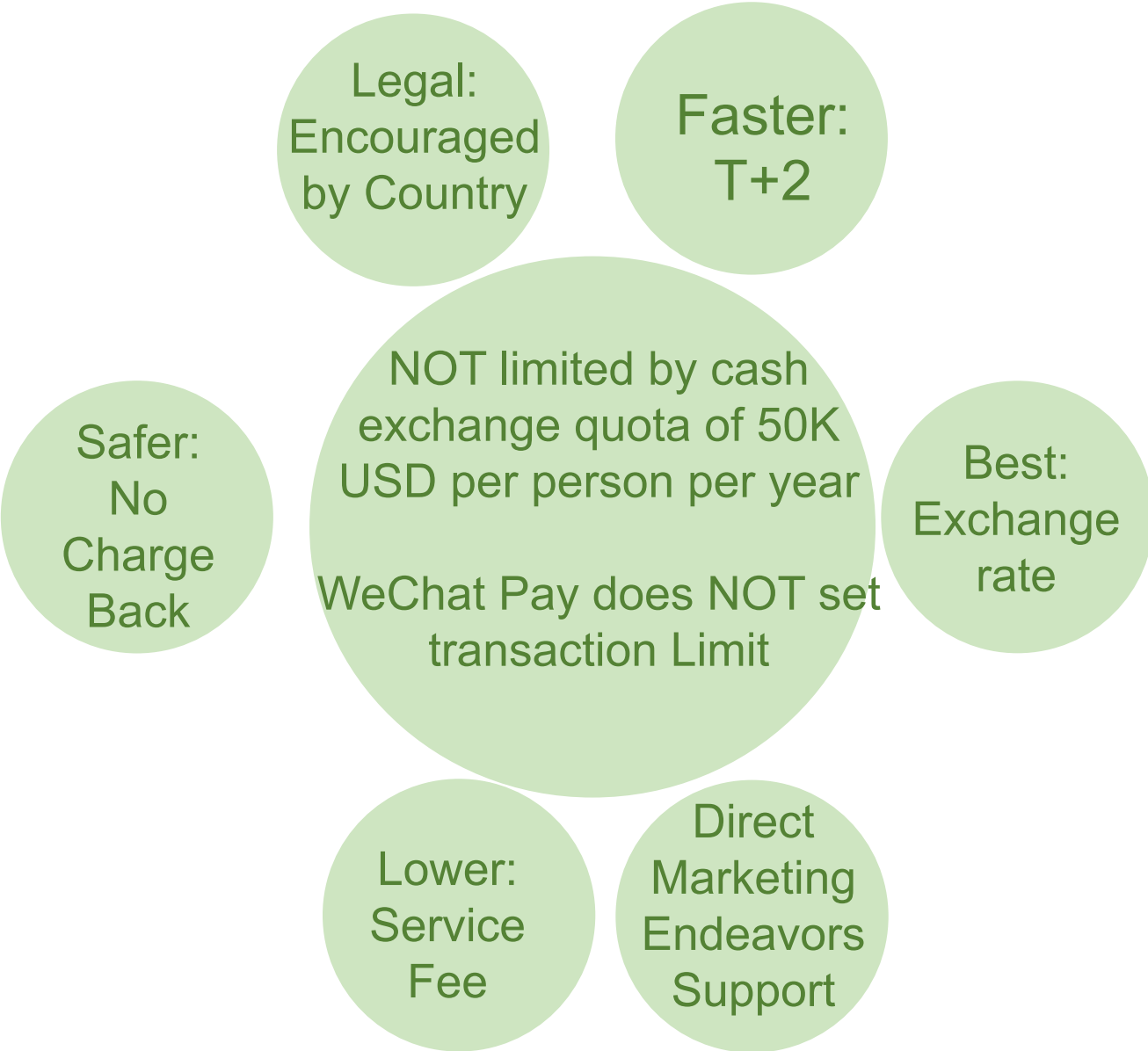
WeChat Pay's Insured and Safe System



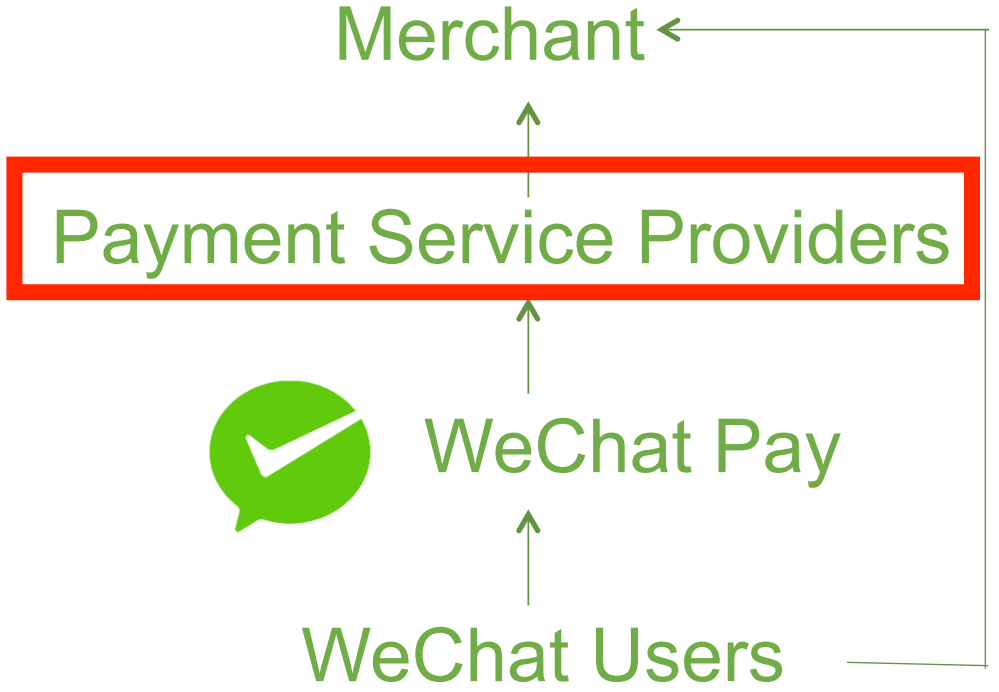
Fully Insured by PICC

Provides 24/7 transaction insurance with PICC

WeChat Pay Open Ecosystem



Ecosystem



WeChat Cross Border Payment: Finding the Authorized Business Partners (PSP)



International business partners

Get Started with WeChat Pay via Our International Business Partners.

They will help you with the application, development and any other issues about WeChat Pay.



**WeChat Pay
Cross Border
Open Platform**

Online query
the authorized
payment
service
providers

<https://pay.wechat.com/cn>

WeChat Cross Border Payment: Open and Win-Win



International business partners

United States

CITCON USA LLC

Web: www.citcon-inc.com

Tel: 001-4156942756

Email: eric.yin@citcon-inc.com

Adds: 4500 Great America Pkwy #1052, Santa Clara, CA, 95054, United States

Adyen B.V.

Web: www.adyen.com

Tel: +1 (415) 530-2000

Email: us@adyen.com

Adds: 274 Brannan Street Suite 600 San Francisco, CA 94107
United States

Aurfy

Web: www.nihaopay.com

Tel: 001-650 446 8888

Email: info@nihaopay.com

Adds: 530 Lakeside Dr. Suite 280, Sunnyvale, CA 94085,
United States

WeChat Pay Cross Border Open Platform

Online query
the authorized
Payment
Service
Providers
(PSP)

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About Tencent, WeChat and Payment

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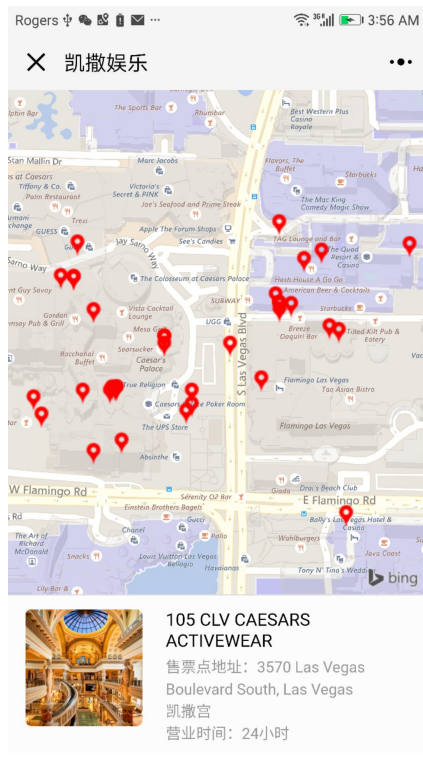
Welcome China with WeChat

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Case Studies



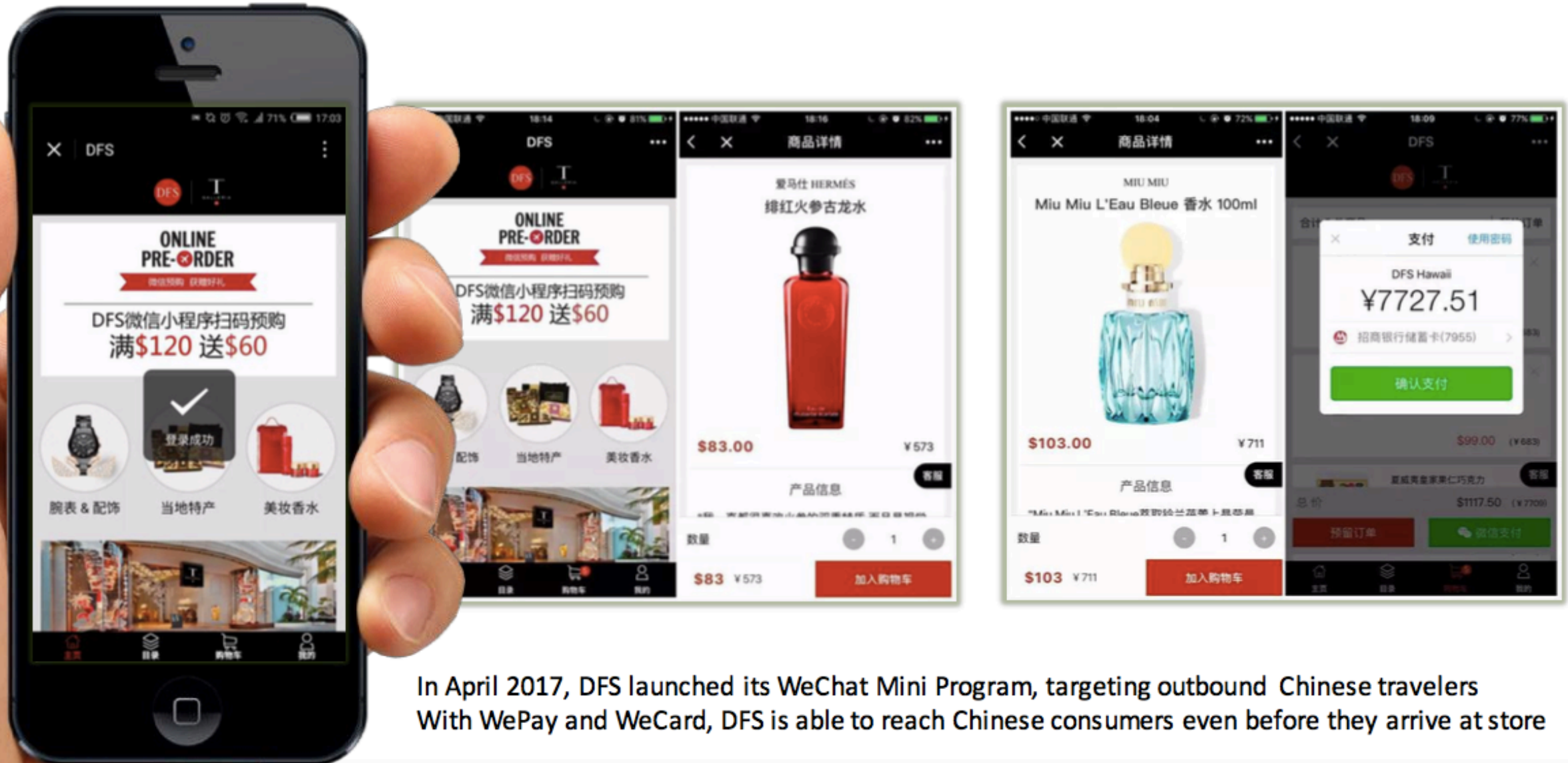
Caesars Entertainment Corporation Smart Hotel of The Future



Caesars, the 1st hotel in US to accept WeChat hotel booking and WeChat Pay

- 22,000 rooms available on WeChat booking across 9 major Caesars hotels
- WeChat Pay available at over 50 restaurants, ticket booth, attractions, and souvenir stores
- Endeavors will expand to 100+ properties by Q1'18
- 24% y2y growth in revenue at China market in first 6 months since launched in 2016/9

DFS Buying Before Arriving



WeChat Marketing Supports for Boston



Thank You

