



Access the World's Largest Tourist and eCommerce Markets With ACI and Alipay

A Multi-Billion-Dollar Market Opportunity Within Simple Reach

The global Chinese tourist market represents an enormous opportunity for merchants to extend their customer base, with many Chinese citizens traveling overseas on vacation, for education or to emigrate. The explosion of eCommerce in China, and the increasing number of Chinese consumers seeking high-quality and authentic goods from overseas, make this an attractive market for merchants globally.

ACI connects merchants to Chinese consumers by enabling the acceptance of Alipay, the largest payments platform and most dominant payments method in China. Alipay is a global

lifestyle app used by more than 5% of consumers globally and over 50% of the Chinese population. More than 520 million users around the world use Alipay to find and review restaurants, manage their utilities, monitor investments, book and pay for taxis and travel packages, and much more. Merchants can also promote their store profiles, GPS locations, and special personalized and targeted offers to highly engaged Alipay consumers via the Alipay Global Lifestyle Platform. This direct conversation encourages more customers to visit participating merchants and engage with them in person.


