

# Merchant Introduction



[www.unionpayintl.com](http://www.unionpayintl.com)

**A Global Payment Network**



*UnionPay Your Way*

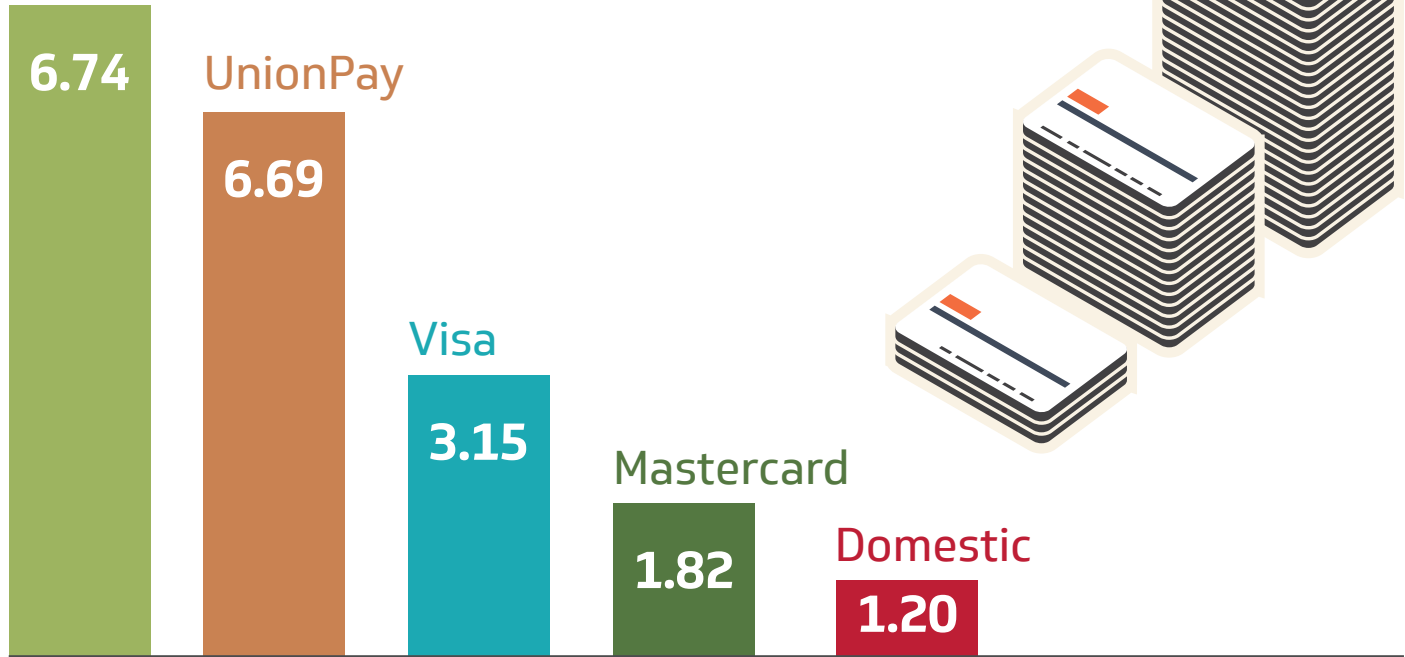


## **The World's Largest Cardholder Base**

UnionPay International provides high quality, cost effective and secure cross-border payment services to the world's largest cardholder base, representing half of all global cards in circulation.

# Payment Cards in Circulation Worldwide

## Private Label



20.48 Billion Cards in 2017

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# Global Acceptance and Issuance

**7.59**  
billion  
cards issued  
globally

Accepted in  
more than  
**174**  
countries &  
regions

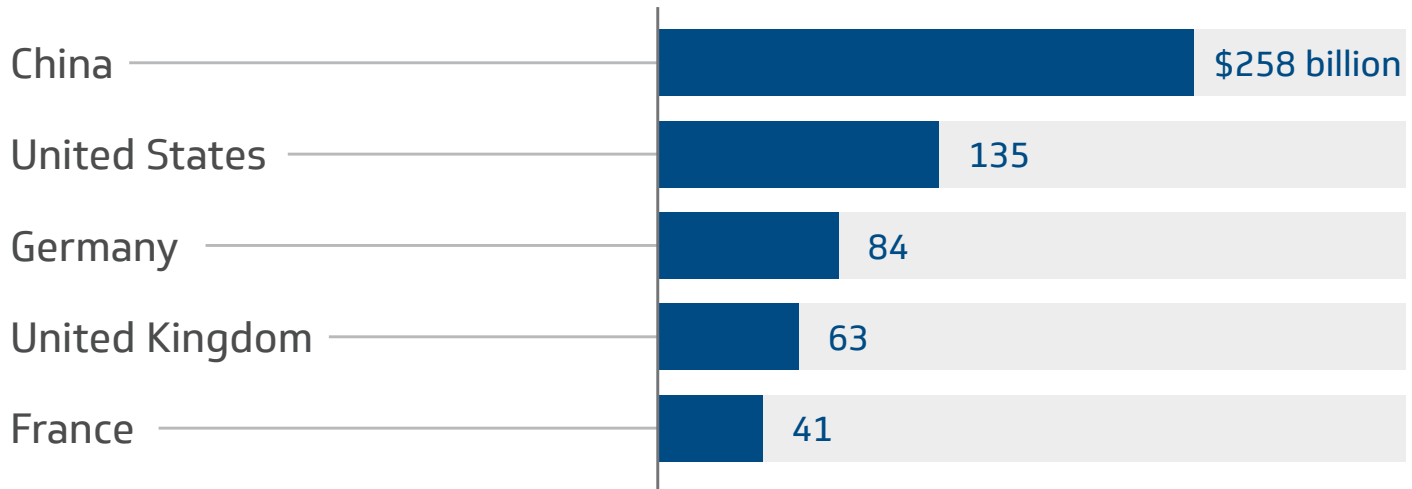
**52**  
million merchants  
worldwide



# Chinese Outbound Tourism

Target the world's largest outbound tourism market.

Expenditure (2017)





## How UnionPay can make a difference to your business

Chinese travelers spend almost

**2 times more**

than any other country



Chinese tourists are

**20 times**

more likely to enter a business  
with the UnionPay logo displayed

UnionPay's card acceptance  
rate across Africa is

**over 75%**

with cards issued in 11  
markets



# Recognising our cards





## Recognising our cards

Debit	Credit
UnionPay logo (bottom right)	UnionPay logo (bottom right)
Card number starts with 62	Card number starts with 62
Total of 16-19 digits	Total of 16 digits
Embossed or printed	Hologram of Temple of Heaven on front or back of card
Cardholder name and expiry date do NOT appear on SOME debit cards	Cardholder name and expiry date always on card



# How to Partner with UnionPay

## Accept our cards:

Contact your bank to confirm that your Point of Sale device is enabled for UnionPay cards.

## Marketing opportunities:

To participate in our global and local marketing campaigns, contact us on [africa@unionpayintl.com](mailto:africa@unionpayintl.com).

[www.unionpayintl.com](http://www.unionpayintl.com)



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General & marketing queries: [africa@unionpayintl.com](mailto:africa@unionpayintl.com)