

Lane/5000

Seizing business opportunities at POS:
Combining alternative payment methods
and customer engagement!



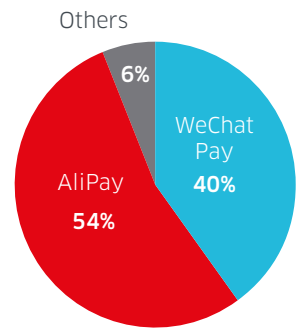
Whatever the country, the Lane/5000 provides the right tools to drive new sales opportunities!

International use of alternative Payment Methods:



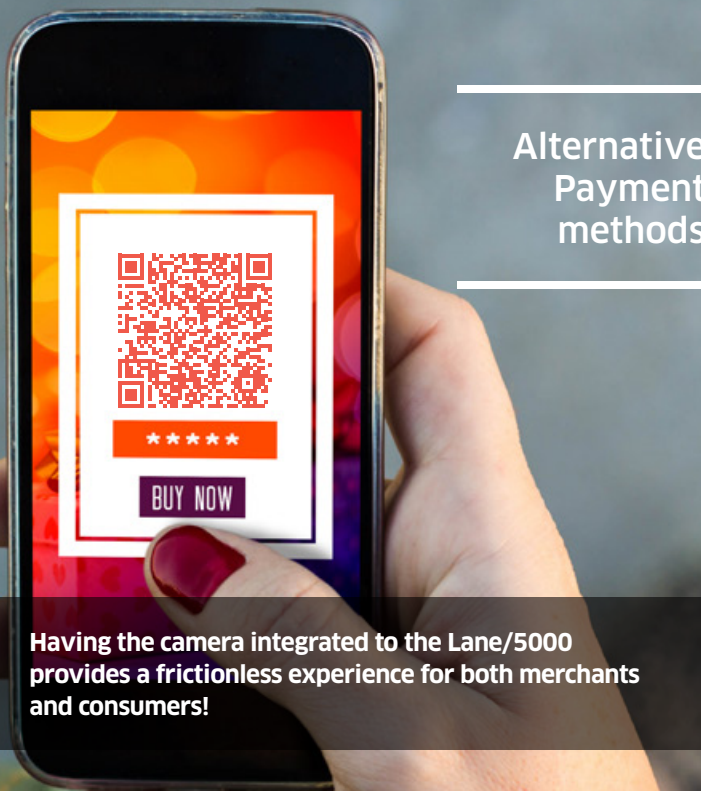
Alipay is now the most frequently used payment method by Chinese tourists and the largest mobile lifestyle platform in the world.

China Mobile
Payment Market
Share* Q1:17



Operating with more than 65 financial institutions for more than 500M Chinese, this generates a large business opportunity for merchants to offer them the possibility to use this alternative payment method based on QR code.

Alternative Payment methods



Having the camera integrated to the Lane/5000 provides a frictionless experience for both merchants and consumers!

How do merchants and consumers alike benefit from a terminal-embedded camera?

Today, Ingenico terminals already enable merchants to accept QR code-based payment methods by displaying merchant payment information through 2D code technology. However, thanks to the camera and decoding capabilities, Ingenico takes the merchants and consumers experience one step further:

FOR THE MERCHANT:

- It allows merchants to offer additional methods of payment by simply collecting consumer's payment information from their mobile phone without having to key in anything on the terminal.
- Merchants can process an Alipay transaction fully integrated into their traditional payment work flow. The Lane/5000 remains at the center of the checkout experience for all payment methods.

FOR THE CUSTOMER:

- They save on data roaming fees, as the QR code payment is triggered from the Lane/5000, and not from the consumer's mobile itself, which does not require any mobile data connection

Advertising and loyalty programme: a Win-Win solution

While QR code mobile apps facilitate customer rewards at every use (check-in at locations, registration of their visits, using discounts), they also enable retailers from many industries to engage with their customers, win their loyalty and therefore, increase sales.

Yet, as a consumer, who has never felt this moment of fear when a sales shop assistant

takes your phone away from your hands to scan your QR code?

With the Lane/5000, the mobile - and the QR code - never leaves the hands of the consumers. Instead, the QR codes can be scanned directly from their phone by the terminal camera, thus:

- Preserving the consumer's intimacy
- Saving time to clerks hence shortening queuing at POS
- Increasing the use of Loyalty programs
- Satisfying ALL customers including millennials



Connected to Ingenico's suite of services, **the Lane/5000 serves as an entry point to a whole ecosystem of solutions and services**, expanding the role of terminals way beyond the basics of payment acceptance.

ingenico
GROUP

* Source: Analysys c/o Mary Meeker's 2017 Internet Trends Report