



# Mobile Payment in a cashless future – Trends/Benefits/Solutions

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# HKT

## **PCCW Global**

- PCCW Global is an international operating division of HKT, Hong Kong's premier telecommunications service provider, majority-owned by PCCW Limited.

## Company Overview

- ❖ Headquartered in Hong Kong
- ❖ Founded in 1925
- ❖ HKT Trust was listed on the Hong Kong Stock Exchange in 2011
- ❖ 2017 Revenue: US\$4.3 billion
- ❖ Employees: 17,600
- ❖ Offer quadruple-play services:
  - Fixed line
  - Broadband
  - Mobile
  - Media
- ❖ Number 1 Provider to consumers and enterprises





# Hong Kong is a Leader in Technology

7.2M population, multi-lingual, mainly Chinese speaking

4M Telephone Lines – 95% HH penetration

5 Fixed Operators, 4 Mobile Operators, 29 MVNOs

Highly developed broadband market with more than 2.3m accounts – about >83% household penetration

17.5M mobile SIM users - penetration >230%

= Technology Leader

# What is Smart – New Concepts





# Mobile Money – Global Trends

In 2017: **276** mobile payment deployments in 90 countries

**690 million** mobile money accounts worldwide

**247 million** active accounts

**USD1 Billion** value of transactions per day

**34% Y on Y growth** of registered accounts globally

Average transaction value of active users reaches **USD188** per month

Remittance market perceived as a growing market



Source: GSMA

# Mobile Money – Vietnam

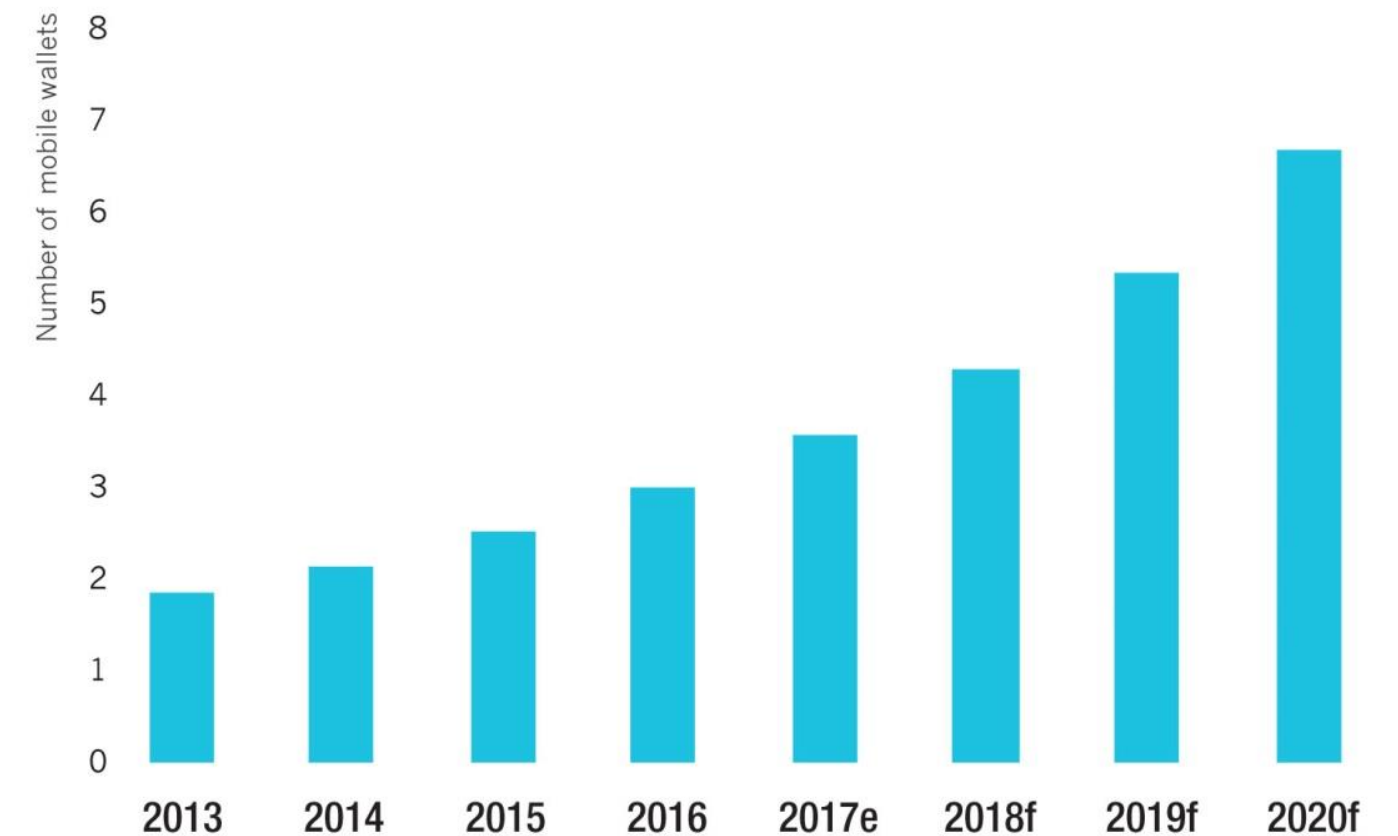


- In 2017 “The Asian Banker” reported that FinTech outgrew the banks in the mobile wallet market in Vietnam;
- 2017 90% of payments made through cash however customer preferences changing to credit and stored value card;
- State Bank of Vietnam expects mobile wallet market to pass **10 million users by 2020;**
- This is driven by growth in smartphones and a youthful population prepared to experience disruptive technology; and
- A lower KYC requirement is also opening up the unbanked market.

Source: The Asian Banker

**Despite an expected CAGR of 23% in regards to registered wallet users between 2017 and 2020 in Vietnam, active user base continuous to lag and only ranges between 20-30% in the industry**

Figure 1. Number of registered mobile wallets in Vietnam 2013-2020f



Source: Asian Banker Research

# Mobile Money – Vietnamese Government Policy

- In 2017, Vietnam's FinTech market reached US\$4.4 billion in transaction value but the figure is set to rise to US\$7.8 billion by 2020 (Fintech Singapore);
- In a bid to boost financial inclusion, modernize the economy and control tax evasion, the Vietnamese government has initiated a financial scheme for the development of non-cash payments in Vietnam, effective from 2016 to 2020.
- A policy decision was signed in January 2017 with the goal to reduce the ratio of cash transactions to 10% and have at least 70% of the population with a bank account by 2020





# Mobile Money – In Hong Kong

- Mobile money existed in HK since 2013 with Tap & Go (a HKT mobile payment service) launched in 2015
- Regulated by Hong Kong Monetary Authority (HKMA)
  - Audited by PwC (appointed by HKMA)
  - Platform is EMV and ISO-8583 compliant
- Extend Payment Platform to Verticals – Education, Government, Corporate
- International references – Africa, Taiwan, Jamaica
- Awarded the Service Innovation Award - GTB Telecoms Innovation Summit and Awards 2017





# MPS: Comprehensive Features



# MPS: Consumer Benefits

## SIM or Card for Convenience

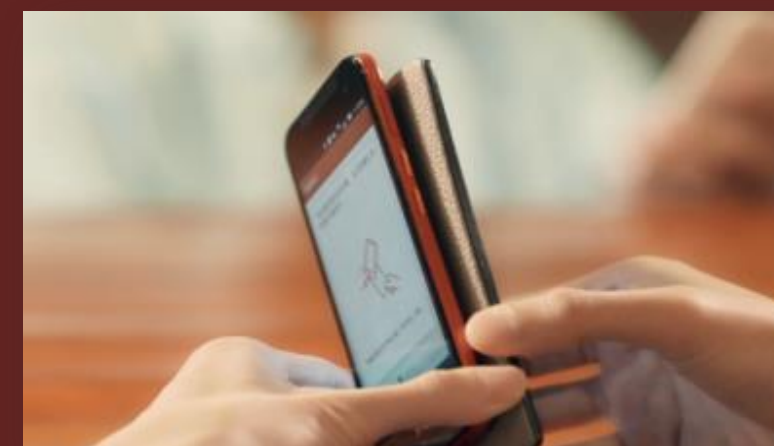


- SIM for NFC Android handset
- Card for all customers

**Tap&Go®**  
拍住賞

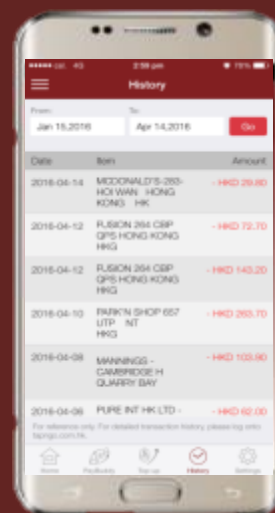


## Peer to Peer Transfer



- Tap to send & remote transfer
- Instant money transfer

## Peace of Mind



- Instant spending notification
- Comprehensive payment record
- Parental control

## Wide Merchant Acceptance



3000 merchants in Hong Kong and  
3 million MasterCard merchant worldwide



# MPS: Operator/Merchants Benefits



# MPS: Payment Platforms

### QR Sticker



- No equipment needed
- Customer driven payment

### Merchant App



- Bring your own device
- Merchant driven payment

### mPOS



- Gateway supplied device
- Physical invoice printing

Instant transaction records

Instant refund

Instant transaction analytics

Multi-platform payment management

Defined user access rights



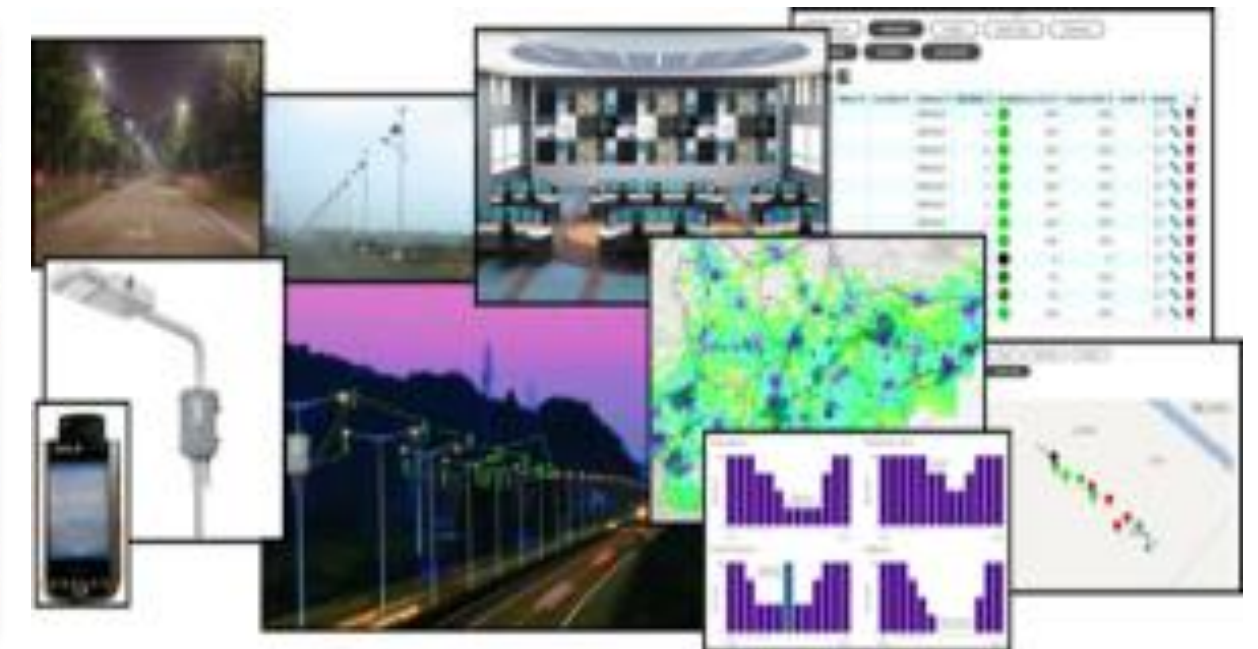
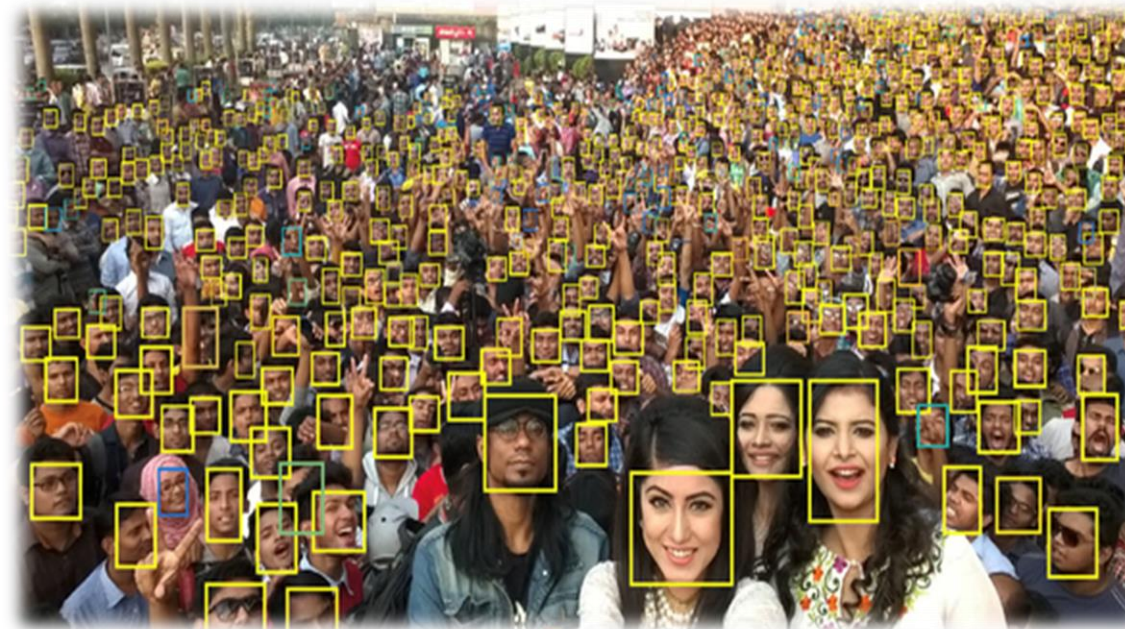
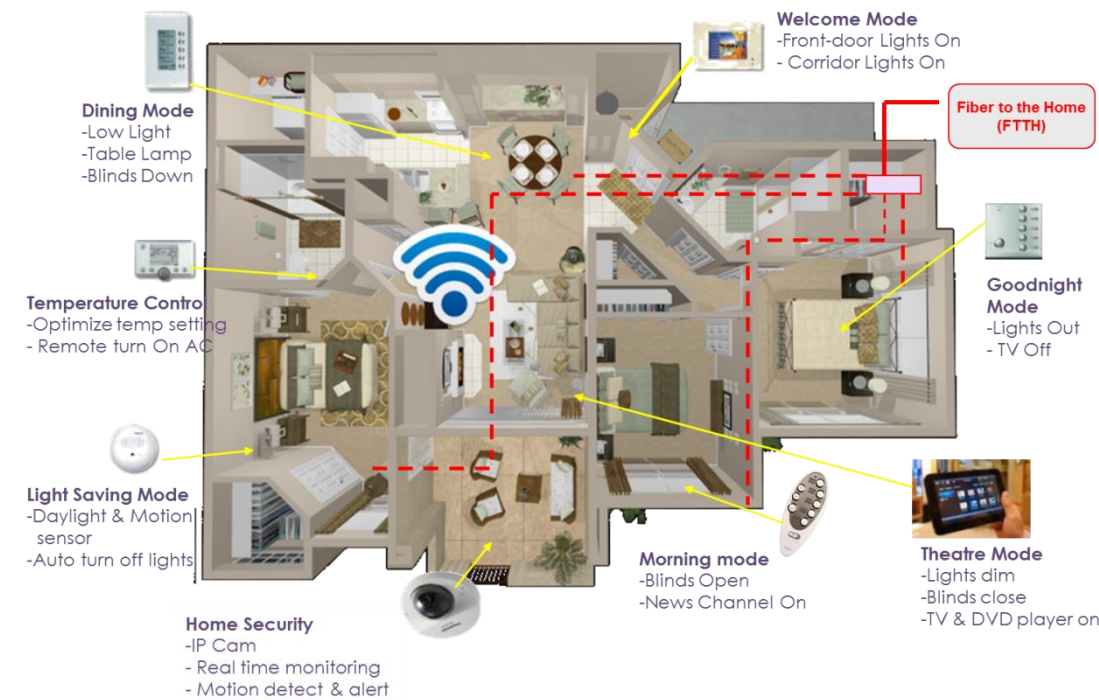
# Mobile payment is an integral part of our daily lives.....





# The Future is 'Smart'.....

HKT/PCCW Global have engaged in various smart projects: smart home, smart surveillance, smart building, smart energy....





**Thank You**  
Cảm ơn bạn



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