



*Have you used MasterPass? It is now available in Australia, SG, Taiwan, NZ and China*

## Making Great Strides in AP With MasterPass

The Asia Pacific region has made great progress with MasterPass in the last year...

- Commercially launched the solution in Australia, Singapore, Taiwan, New Zealand and China
- Signed 25 issuers with 15 of them live. MasterPass wallets are now available to millions of consumers across AP
- Several thousand merchants including many marquee and every day merchants went live this year

This is a clear validation of our differentiated wallet strategy where we focus on enabling issuer branded wallets and building a digital acceptance network. We also have a significant advantage compared to Visa in terms of timing; we delivered the product in eight markets in Asia Pacific compared to one in their case.

Let me now turn to some of the market specific developments in the recent days

**Taiwan:** MasterPass was commercially launched last month with five major issuers: Taipei Fubon Bank, Taishin International Bank, E. Sun Bank, Cathay United Bank, and CTBC Bank. All five issuers are live now and represent over 50% of the market. Very strong merchant side coverage with about 800 domestic merchants accepting MasterPass. Great cross functional partnership across GP&S and IMK teams to get to this incredible result.

**Australia:** With our largest MasterPass partner Commonwealth Bank completing integration of MasterPass wallet with their online banking platform, we now have their MasterPass compatible wallet available to all of their online banking customers. Our marketing team has launched the phase 1 of multi-stage marketing campaign. If you are not in Australia you can check out our TV spots in this folder. This awareness campaign will be followed up with issuer initiated wallet activation campaigns and merchant offers.

**Singapore:** Over the last month Singapore added UOB to wallet issuer list, with that we now have 5 issuers live. We have unveiled a marketing campaign with partner merchants such as Luxola, Shaw Theatres, and Singapore Airlines KrisShop Online as well as with new MasterPass merchants Lazada and Qoo10.



The above photos is of MasterPass ads in a Singapore subway station!

We have made great progress and we have a great roadmap ahead of us for reaching critical scale in consumer wallets and transactions. I look forward to updating this group with the progress in the coming months.