

**Matching the New Market Trend and  
Unveiling the New Page of Credit Card Mobile Acceptance Service  
Official Launch of Dah Sing Bank *Pay@Mobile* Credit Card Mobile Acceptance Platform**

After being the first bank to announce the launch of the innovative *Pay@Mobile* Credit Card Mobile Acceptance Service at the end of last year, Dah Sing Bank is proud to announce the official launch of *Pay@Mobile* today. As an innovative credit card acceptance service, *Pay@Mobile* offers revolutionary credit card mobile acceptance solution and unveils the new page of credit card acceptance platform.

Recently, Dah Sing Bank nominated ESD*life* to undergo a survey on “Credit Card Mobile Acceptance Service” and its findings show that nearly 90% respondents believe credit card mobile payment service is a market trend. Over 90% respondents are willing to use the service. Dah Sing Bank launches *Pay@Mobile* as a proof of this market trend and in the hope of bringing merchants and cardholders brand-new experiences.

**Designated Partnership Offers Secure Payment Solution and Unconventional Sales Service**

Dah Sing Bank, being the pioneer in launching the innovative *Pay@Mobile* Credit Card Mobile Acceptance Service, provides merchant acquiring services and partners with Swish in which provides sales and technical supports.

- *Pay@Mobile* utilizes the Swish credit card mobile acceptance solution. The solution is the first mobile platform to receive international certifications and accepts both chip and magnetic stripe credit cards in Hong Kong. After various security tests, it has passed the EMV Level One and Level Two certifications of the EMVCO standards.
- Through Swish’s large mobile sales team, they are able to bring forth a sales channel on top of the traditional bank channel, providing merchants with an innovative sales model and services that is different from the conventional credit card acceptance services. Reaching into different merchant categories and assisting them in registration and application, Swish will also help these merchants plan a suitable mobile card acceptance solution and sign merchant agreements.
- To facilitate merchants, a self-serving platform has been established. Interested merchants can then register and apply for the *Pay@Mobile* service, they can even use their smartphones or online merchant platform to monitor transaction status.
- *Pay@Mobile* adopts innovative technology which turns a smartphone into secure POS device by simply plugging in a Dongle (dual-card reader) and downloading a mobile App. Since the announcement last year, besides iOS5 (iPhone, iPad), a new Dongle version is

ready to support Android and other smartphone models.

### Survey Indicates the New Market Trend

ESDlife has conducted a survey on “Credit Card Mobile Acceptance Service” on behalf of Dah Sing Bank to collect views and comments on credit card mobile acceptance platform by Hong Kong citizen. Nearly 900 members have been interviewed and the survey findings are as follow:

- Almost 90% of the respondents believe Hong Kong should develop “credit card mobile acceptance service”.
- Most respondents believe that restaurants and retail industry (both at 73%) should adopt the “credit card mobile acceptance service whereas exhibitors (48%) are next in terms of the suitability for the service.
- Security (88%) and transaction accuracy (77%) are the important factors that respondents will consider while using “credit card mobile acceptance service”.
- Over 90% respondents indicate their intention to use “credit card mobile acceptance service” within the coming twelve months.
- Over 50% respondents have indicated that they will advise their companies to use “credit card mobile acceptance service”.
- Two major reasons corporations will use “credit card mobile acceptance service” mainly because it will help increase business volume (82%) and uplift the corporation’s image (62%).

### Credit Card Mobile Acceptance Experience for Merchants

Different merchants such as online shops, bridal make-up service, wedding celebrant service, wine tasting, exhibitions, food delivery services, etc, have shown interest in **Pay@Mobile** Services since our announcement last year. Some of the merchants have prepared for service trial.

Dah Sing Life Insurance is the first merchant to try the **Pay@Mobile** service and we received positive feedbacks from their sales team. They indicated that the **Pay@Mobile** service helps in their sales. Besides offering payment convenience to their customers, **Pay@Mobile** has helped uplifting the company’s image. More merchants will be joining and thus benefited with the official launch of **Pay@Mobile**.

Autotoll will be another merchant participating in the service trial. Their direct sales team which promotes Autotoll electronic toll collection service and fleet management and delivery service under the telematics service platform will apply **Pay@Mobile** Service so as to offer customers another payment method apart from cash.

### Simple Registration and Application

Merchants who are interested to join can register or apply through the self-serving platform; they can also visit any Dah Sing Bank branch in person or call the registration hotline at 2828 8059 and we will arrange Swish's mobile sales and service team to follow-up.

Also, Dah Sing Bank will launch a special merchant offer – the first 100 Dah Sing Bank customers who successfully apply for **Pay@Mobile** can get a Dongle for free.

Mr. Harold Wong, Chief Executive Officer, Dah Sing Banking Group said, "One of our most important corporate missions is to be innovative and progressive, to create value for our customers by providing innovative and quality products and services. Today, the official launch of **Pay@Mobile** Credit Card Acceptance Service is an important milestone of implementing our corporate mission. I believe the innovative service will bring business opportunities to merchants and spending convenience to consumers."

Ms. Phoebe Wong, Executive Director and Head of Retail Banking Division, Dah Sing Bank said, "Dah Sing Bank is pleased to announce the official launch of **Pay@Mobile** today, it marks a new page of credit card mobile acceptance service. **Pay@Mobile** is the first dual-card payment service platform which accepts both chip and magnetic stripe credit cards to receive the latest international security certifications in Hong Kong. We always strive to go with the latest market trend, with Swish as the designated partner, we are able to offer merchants with secure card acceptance solution and unconventional sales services. We also strive to support SMEs in Hong Kong, besides **Pay@Mobile**, we also offer one-stop SME service - "328 SME Banking", taking care of every operating detail of SMEs, including the handling of company account, transactions, company loans and employees' payroll, thereby promoting business expansions of SMEs."



Photo 1:

Ms Phoebe Wong, Executive Director and Head of Retail Banking Division of Dah Sing Bank (middle), Ms. Lilian Chong, Head of Card Business of Dah Sing Bank (right), Mr. Steven Murray, Chief Executive Officer of Swish (second from right), Mr. Tom Tobin, Country Manager of Visa Hong Kong and Macau (second from left) and Mr. Corbin Sun, Head of Acceptance of Visa North Asia (left) joined the official launch of Dah Sing Bank **Pay@Mobile** Credit Card Mobile Acceptance Service.



Photo 2:

Survey reflected that restaurants industry should adopt the “credit card mobile acceptance service”. Ms. Lilian Chong, Head of Card Business of Dah Sing Bank demonstrated bill settlement on food delivery service through **Pay@Mobile** at the service launch event.

~The End~