



Pay Online with Cash



WHY UKASH ?

MAKE PURCHASING DISCREET FOR ONLINE CONSUMERS

Enabling customers to transact online discreetly & securely

PAYMENTS TO DRIVE GROWTH

As in any other business, erotic trade operators need to continually reach into new customer segments to maintain growth and profitability.

Reaching new customers means having the right products at the right price but also means making it easy for those customers to transact. For instance, many customers have concerns about putting their details onto the internet.

Accepting additional payment methods such as cash can make discreet purchasing possible.

The leading online retailer Sextoys.co.uk added Ukash to its payment options at the beginning of the year and has been joined by a number of other companies in the sector including Chimera.

WHAT IS UKASH?

Ukash is a cash payment solution for online commerce, and is readily available from newsagents, convenience stores and other retail outlets across the UK and Europe. Easy to get and secure and simple to use, Ukash enables millions of consumers with a cash preference to transact online.

By accepting Ukash, merchants can tap into the international cash market and achieve significant revenue uplift.

"20% of our database is customers who haven't shopped with us and we're aware that this is because they don't want to give credit or debit card details over the net."

"Ukash has proved to be the perfect solution for those customers and we've been able to waken those dormant customers that had already shown an interest in our business"

Monique Carty Sextoys.co.uk

HOW DOES UKASH WORK?

To spend Ukash online, consumers simply enter the Ukash value and unique 19-digit number at the payment page – just like entering a card number – which is then validated in real-time. If change is required, a new 19-digit Ukash number and value is issued online to the consumer.

The Ukash payment option can be easily and quickly integrated into your existing payment environment using XML.

WHY OFFER UKASH AS AN ONLINE PAYMENT OPTION?

- > Increase sales by acquiring cash-only customers
- > Attract customers wishing to make discreet purchases
- > Access international markets with low card usage
- > Eliminate charge backs

KEY STATISTICS

Less than 50% of ecommerce payments will be by card by 2009

2.8M UK adults are unbanked

16% of adults in the UK don't have any form of payment card

Only 5% of spending in Germany is by credit card

UKASH – EASY TO GET, SIMPLE & SECURE TO USE



To offer consumers with a cash preference the ability to transact on your site, contact Ukash today:

T: +44(0)20 7089 4067
E: psuk@ukash.com



www.ukash.com

Smart Voucher Ltd., trading as Ukash, is regulated as an Electronic Money Institution (ELMI) by the UK Financial Services Authority

