



*Pay Online with Cash*



*WHY UKASH ?*

***ENABLING CASH CONSUMERS TO BET & PLAY ONLINE***

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## PAYMENTS TO DRIVE GROWTH

As in any other business online gaming operators need to continually reach into new customer segments to maintain growth and profitability.

Reaching new customers means making it easy for those players to transact. For instance, many customers don't have debit or credit cards or are concerned about giving out their details online.

Accepting additional payment methods such as cash can make reaching these players possible.

32 Red added Ukash to its payment options during 2006 and has since been joined by other leading companies in the sector including Ladbrokes, 888, PartyGaming, Bet365, Bingos, Mansion, Miapuesta, Blue Square and Bwin.

## 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.

*"Our marketing effort requires a widely distributed, easy and safe, payment method. Ukash is the perfect match for these needs. The simplicity and reliability of Ukash is 100% in line with the nature of our mobile gaming and betting applications.*

*Bob Perry, WinAsUGo*

## HOW DOES UKASH WORK?

To deposit with 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.

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

## WHY OFFER UKASH AS AN ONLINE PAYMENT OPTION?

- > Increase revenue by acquiring cash-only customers
- > Attract players wishing to control their online spending
- > Access those international markets with low card usage
- > Eliminate charge backs
- > Re engage with dormant players without cards
- > Provide financial anonymity

## 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](mailto:psuk@ukash.com)**



**[www.ukash.com](http://www.ukash.com)**

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