



WHY UKASH ?

TARGET THE GLOBAL CASH CONSUMER

ENGAGING WITH THE CASH CONSUMER TODAY

It's predicted that in 2009 less than 50% of ecommerce payments will be by card. With 2.8m billion unbanked adults in the UK alone, and only 5% of spending in Germany by credit card, reaching consumers who pay by cash is going to be vital for online businesses.

It's much more convenient and secure for many consumers to use cash online, and now with the wide availability of Ukash they can.



Pay Online with Cash

WHY OFFER UKASH AS AN ONLINE PAYMENT OPTION?

"Since we have offered the Ukash cash system to fund purchases and activities on the site we have seen more and more teens switch over to use it"

Alistair Williams **Habbo Hotel UK**



"We want to make sure the full possibilities of the Skype experience are open to everyone – wherever they are and whether or not they hold a credit or debit card. It's never been easier for people the world over to buy from Skype."

Michael Jackson **Skype**

"Entropia Universe finds it marvelous to be able to work with Ukash as a payment provider. It is always a tricky business to reach the youth market but with the help of Ukash we find it easy to help young people without a credit card to make payments and access our universe in a safe and fast way"

Carl Ugglar **MindArk**



"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 **net1on1**

"Ukash vouchers are a great method of payment for people who don't have credit or debit cards, and offers a real alternative for those who choose not to use them online as they want to maintain the privacy and security of their transactions"

Trevor Martin **Gaydar**



"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**

"Ukash gives us a unique opportunity to reach a massive untapped market; there are millions of consumers who have no option but to use cash exclusively for all purchases, as they are without the facility of a bank account."

David Gould **EMI Music UK**



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

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