



Pay Online with Cash



WHY UKASH ?

BOOST YOUR VIRTUAL ECONOMY WITH CASH

Enabling MMO players to transact easily and securely online.

PAYMENTS TO DRIVE GROWTH

With 50% of teens and young adults lacking a credit card to pay online, engaging this sector of the gaming community has become a major challenge for the MMORPG industry.

Across Europe too, 44.50% of consumers under the age of 34 don't have a credit card. It's evidently much more convenient and secure for young MMO players to use cash online, and now with the wide availability of Ukash they can.

Ukash is now accepted as a cash payment method on a number of major MMOs including *Entropia Universe*, *Last Chaos* and the *GPotato* MMO Portal, with *EVE Online* and *Ragnarok* due to switch on the service shortly.

KEY STATISTICS

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

2.8M UK adults are unbanked

50% of teens and young adults who want to buy online lack a credit card or other way to pay

Only 5% of spending in Germany is by credit card

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 MMO sites can tap into the international cash market and achieve significant revenue uplift.

"We wanted to add Ukash as a cash payment type for EVE Online so as to immediately appeal to the typically non card-carrying young MMO enthusiast - a very important and attractive market for us"

Magnus Bergsson CCP Games

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 members
- > Attract members requiring identity protection
- > Access international markets with low card usage
- > Eliminate charge backs

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:

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