



*Pay Online with Cash*



***WHY UKASH ?***

***GRAB A SLICE OF THE £20BN YOUTH MARKET***

# Enabling young consumers to transact easily and securely online.

## ENGAGING WITH TOMORROW'S CONSUMERS TODAY

With 50% of teens and young adults lacking a credit card to pay online, engaging these consumers has become a major challenge for the ecommerce industry.

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

Ukash is now accepted on a number of major brands including Entropia Universe, Habbo Hotel, and Skype.

Etailers recognising the cash market opportunity can now acquire the previously excluded lucrative youth market.

## 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.

Ukash accepting merchants can now tap into the international youth market and achieve significant revenue uplift.

*"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**

## 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 shoppers
- > Attract shoppers requiring identity protection
- > Access international markets with low card usage
- > Zero charge backs

## 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

## 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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