



Pay Online with Cash



WHY UKASH ?

MAKE AN ONLINE MATCH WITH CASH CONSUMERS

Enabling dating site members to transact easily and securely online.

PAYMENTS TO DRIVE GROWTH

The €243m European online dating sector is still experiencing year on year growth. But the US market is already experiencing a slow down in growth, leading JupiterResearch to comment that dating sites will “have to offer additional paid services to existing customers, and tap into new user segments, to reignite significant market growth”.

One way to tap into new user segments is by making online dating as inclusive as possible by accepting additional payment methods such as cash.

Gaydar introduced Ukash cash vouchers as an alternative method of online payment for its 3.6 million members and joined other Ukash-accepting sites such as SpeedDater and Cupid Media.

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 or charge 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 accepting dating & social membership sites can tap into the international cash market and achieve significant revenue uplift.

“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, Director, Gaydar

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:

T: +44(0)20 7089 4067

E: psuk@ukash.com



www.ukash.com

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

