



*Pay Online with Cash*



***WHY UKASH ?***

***TURN PLAYERS INTO PAYERS WITH CASH PAYMENTS***

# Enabling social network users to transact easily and securely online.

## PAYMENTS TO DRIVE GROWTH

Engaging with the 50% of teens and young adults that lack a credit card to pay online<sup>1</sup> has become a major challenge to the online Social Networks. At stake is a share of the £20 billion worth of income that it's estimated the UK's 6.7m 11-17 year olds have at their disposal.

The full potential for increasing cash spending levels and bringing in more paying members will only continue if 'tweens and teens' can fully participate without needing a payment card.

It's so much more convenient and secure for these to use cash online, and now, with Ukash cash vouchers they can, as Ukash is now accepted on a number of major Social Networks including Habbo Hotel, Stardoll and Faketown.

## 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 social networking sites can tap into the international cash market and achieve significant revenue uplift.

*"Ukash enables our users to buy our on-site currency, Stardollars, with cash: this helps even more members enjoy playing at all levels on Stardoll. Working with Ukash delivers better service, more value and makes it easier for our members to fully enjoy the Stardoll experience"*

**Mattias Miksche Stardoll**

## 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

## 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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