



Pay Online with Cash



WHY UKASH ?

ENABLING CASH CONSUMERS TO TALK WORLDWIDE

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PAYMENTS TO DRIVE GROWTH

As the demand for low cost telephone services increases it's vital for VOIP operators to provide a range of payment options to cater for all their customers.

For instance, many customers don't have debit or credit cards or are concerned about giving out their details online.

Accepting additional payment methods such as cash can make reaching these customers possible, wherever they are in the world.

Skype added Ukash to its payment options during 2006 and has since been joined by other leading companies in the sector including Betamax, with its range of international brands including VoipBuster, VoipCheap and NetAppel

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

"Skype is about simplicity, convenience and choice, and we want to ensure this experience extends into buying from our site."

"We also 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

HOW DOES UKASH WORK?

To deposit with 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.

The Ukash payment option can be easily and quickly integrated into your existing payment environment using our proven XML interfaces.

WHY OFFER UKASH AS AN ONLINE PAYMENT OPTION?

- > Increase revenue by acquiring cash-only customers
- > Access those international markets with low card usage
- > Eliminate charge backs
- > Make upgrading to paid services easy
- > Provide financial anonymity
- > Widely available to cash consumers

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 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:

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