



Asia's First Cross-border Mobile Payment Alliance

The Rise of Digital Payments in Southeast Asia

6

of the top 10 countries

for mobile payments growth are from Southeast Asia¹

US\$130b

gross transaction value

forecasted of digital payments in the ASEAN-6 in the next 5 years²

US\$680b

est. size of the consumer cash economy

and potential market for digital payments in the ASEAN-6²

A cashless transition is happening in Southeast Asia driven by:



High mobile phone penetration



Mobile phones providing access to financial services



QR codes as a cost-effective medium for payments



Government support

Uniting the Fragmented Mobile Payments Scene

However, the mobile payments scene in the region is highly fragmented and cross-border interoperability remains a challenge. The Singtel Group aims to address this issue with VIA – an interoperable platform that connects mobile wallets across different markets.

VIA currently connects Singapore and Thailand through Singtel's Dash and AIS Global Pay. It is expanding to include Thailand's Kasikornbank's K Plus, Axiata Digital's Boost Malaysia and Indonesia's LinkAja, connecting some

40m

Mobile wallets users



2.1m

Merchants

VIA Mobile Wallets and Partners



SG

TH

TH

TH

TH

TH

MY

INDO

IND

PH

VIA for Travellers

- Comfort and familiarity of using their local mobile wallets while travelling
- No need for foreign currency
- Competitive exchange rates with no international transaction fees

VIA for Merchants

- Huge and growing customer base that continues to expand with the alliance
- Single integration to open SMES and smaller local merchants to a larger pool of international customers
- Opportunity for geo-location based targeting to attract new customers

Visit viaconnects.com to find out more.

About Singtel

Singtel is Asia's leading communications technology group, providing a portfolio of services from next-generation communication, technology services to infotainment to both consumers and businesses. For consumers, Singtel delivers a complete and integrated suite of services, including mobile, broadband and TV. For businesses, Singtel offers a complementary array of workforce mobility solutions, data hosting, cloud, network infrastructure, analytics and cyber-security capabilities. The Group has presence in Asia, Australia and Africa and reaches over 690 million mobile customers in 21 countries. Its infrastructure and technology services for businesses span 21 countries, with more than 428 direct points of presence in 362 cities. For more information, visit www.singtel.com.

¹ PwC Global Consumer Insights Survey 2019

² Credit Suisse ASEAN Internet Sector Report, March 2019