

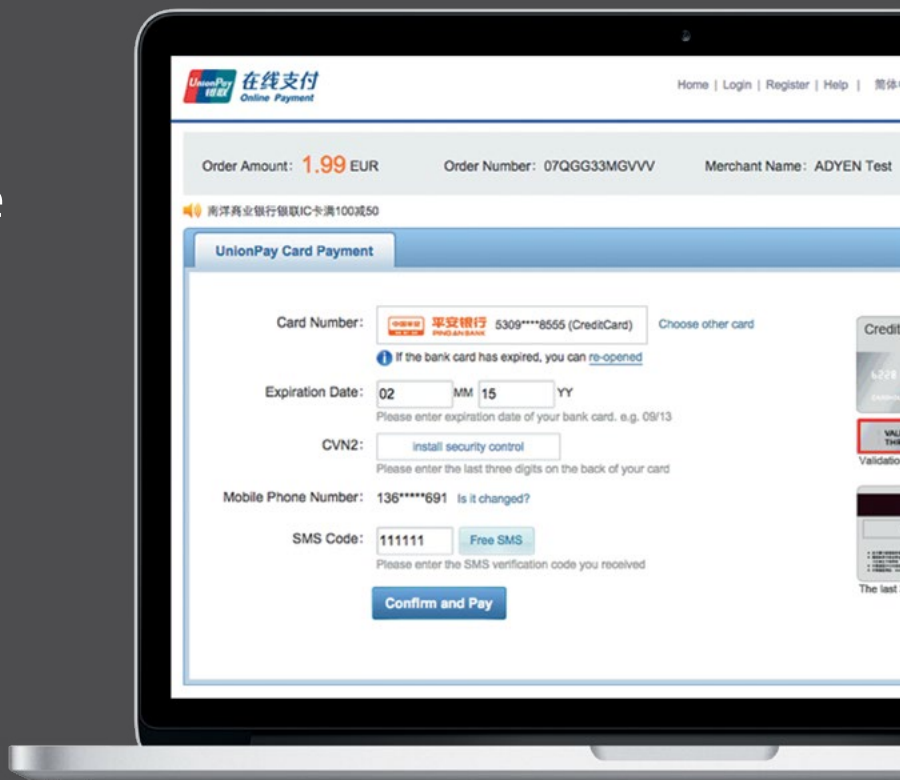
China UnionPay

Payment method guide

China UnionPay (CUP) is the only interbank network in Mainland China, and the biggest card scheme globally by number of cards.

With China UnionPay, merchants benefit from:

- Acceptance in more than 125 markets
- More than 4.2 billion debit and credit cards in circulation
- The ability to sell to a significant percentage of Chinese shoppers



Fast facts

Settlement currencies	AUD, CAD, CHF, CNY, EUR, GBP, HKD, JPY, SGD, USD
Markets	A key payment method in Mainland China, increasingly important in East and Southeast Asia, and growing globally.
Channels	Desktop, mobile, POS

Who it's relevant for

Due the rapid growth in the number of Chinese shoppers online, and the growing spending power of Chinese tourists and overseas workers and students internationally, China UnionPay is becoming an increasingly important payment method for both e-commerce and POS merchants worldwide.

What Adyen offers

Recurring payments	Yes (for ExpressPay only)
Refunds	Yes
Partial refunds	Yes
Chargebacks	Yes

Adyen offers a full service solution for China UnionPay that includes reconciliation, reporting and settlement. Merchants do not need to have a separate contract with China UnionPay.

Adyen has implemented the following integrations:

ExpressPay: This is a direct server-to-server API implementation without dual factor authentication, that is available for credit cards only. This means that there is no extra authentication by the shopper as with the 'SecurePay' integration option. Thus, liability shift (which transfers risk to the issuer) for fraud transactions is not supported. It is also available via HPP.

SecurePay: Provided by more than 70 Chinese issuing banks, Secure Pay is a redirect integration, where the shopper is redirected to CUP's secure webpage to provide his credit/debit card payment details and authenticate himself using CUP's security control system. This integration is only available in Hosted Payment Pages (HPP).

Point-of-Sale: Adyen can accept China UnionPay debit and credit cards on our POS and mPOS terminals. Adyen has a full EMV solution for POS.

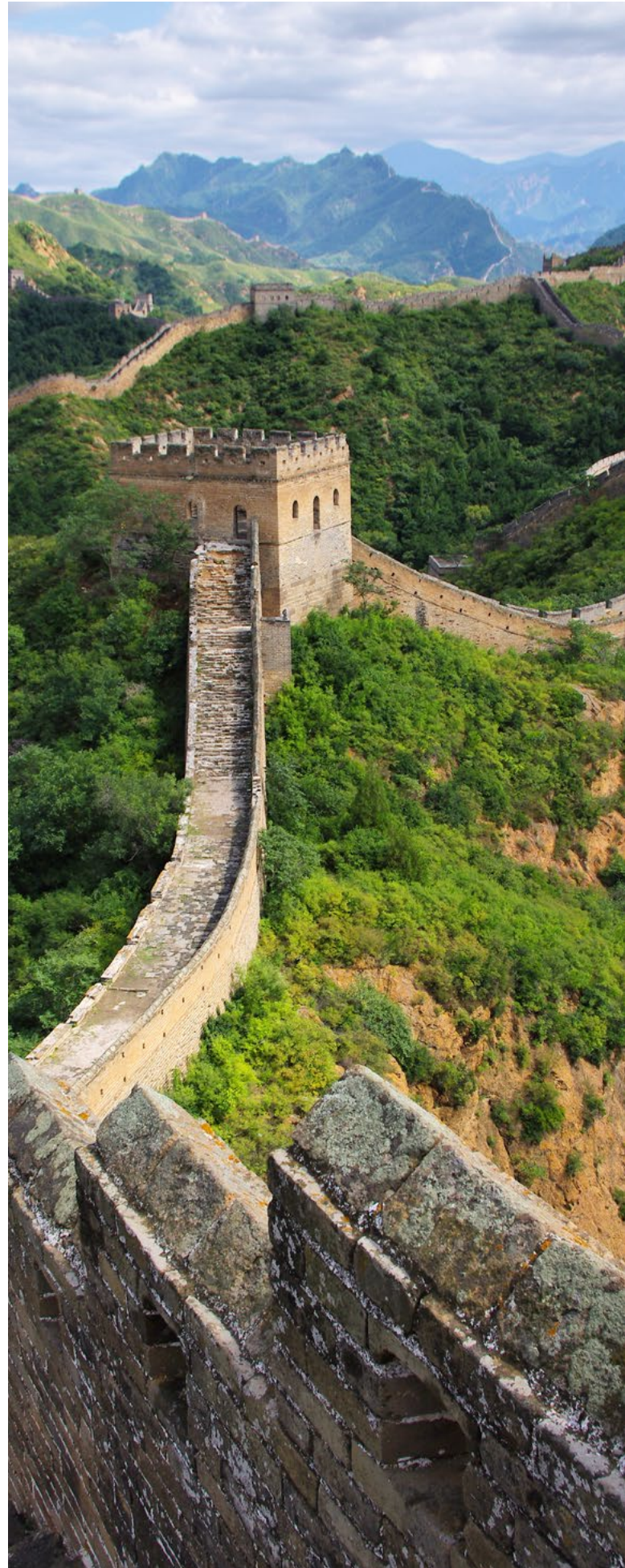
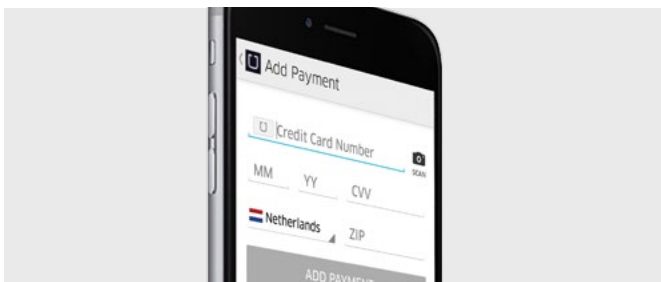
Restrictions

The following industries cannot process CUP payments due to PRC regulations:

MCC	Global
0763	Agricultural co-operatives
4829	Wire transfers and money orders
6012	Financial institutions - merchandise and services
6051	Non-financial institutions - foreign currency, money orders
6211	Securities - brokers and dealers
7995	Betting, including lottery tickets, casino gaming chips, off-track betting and wagers at race tracks

How it works for ExpressPay

CUP ExpressPay is available for both Direct API and HPP integrations (details on these integrations can be found at the end of this document). With Direct API, no redirect is required. This means that after the customer has entered their card details once, no payment steps are required for subsequent purchases.



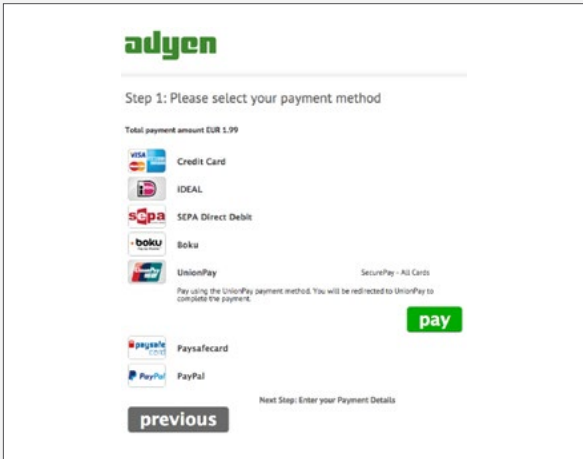
How it works for SecurePay

CUP SecurePay is a redirect payment method, and therefore only available for an HPP integration (see below for details on integrations). As it offers extra authentication to make the payment more secure, the shopper is redirected to the CUP web page, where they can finalize the payment. For CUP SecurePay both credit and

debit cards are supported.

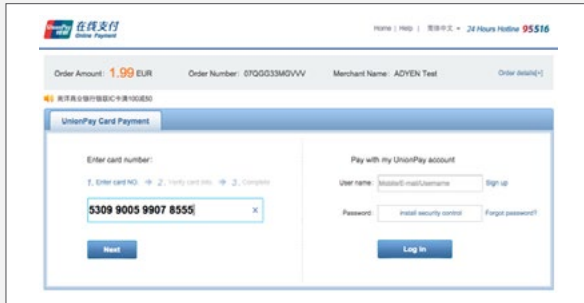
Please note: It is possible that the shopper may need to install CUP's plugins that provide extra security at the moment the shopper is authenticating himself.

Example SecurePay shopper flow



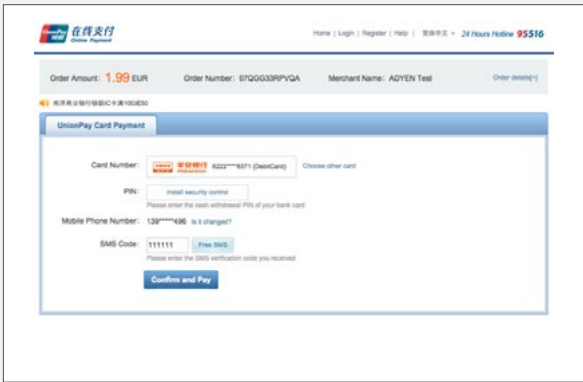
The screenshot shows the Adyen payment page. At the top, the Adyen logo is visible. Below it, the text reads "Step 1: Please select your payment method". The total payment amount is EUR 1.99. A list of payment methods is displayed, including Credit Card, IDEAL, SEPA Direct Debit, Boku, UnionPay, Paysafecard, and PayPal. The UnionPay option is highlighted, and a green "pay" button is visible next to it. A "previous" button is at the bottom left, and a "Next Step: Enter your Payment Details" message is at the bottom right.

1. The shopper chooses UnionPay from the list of available payment methods.



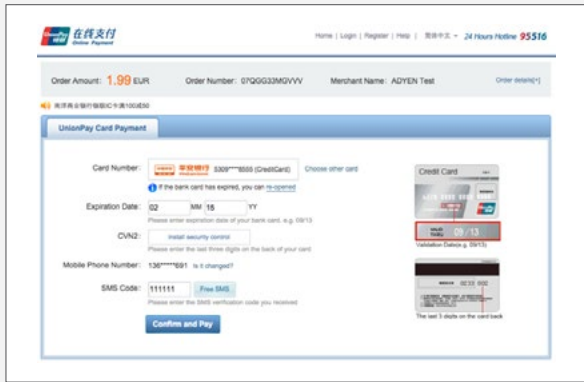
The screenshot shows the CUP payment page for UnionPay Card Payment. The page is in Chinese. It displays the order amount (1.99 EUR), order number (070G33MOVV), and merchant name (ADYEN Test). The page is divided into two sections: "Enter card number" and "Pay with my UnionPay account". The "Enter card number" section has a text input field containing "5309 9005 9907 8555" and a "Next" button. The "Pay with my UnionPay account" section has a "User name" field, a "Sign up" link, a "Password" field, and a "Log in" button.

2. The shopper is redirected to the CUP payment page (available in English, Chinese, Japanese and Korean) where they can provide their credit card number or login credentials. CUP's payment page will recognize if the number provided belongs to a credit card or to a debit card.



The screenshot shows the CUP payment page for UnionPay Card Payment. The page is in Chinese. It displays the order amount (1.99 EUR), order number (070G33PVQA), and merchant name (ADYEN Test). The page is divided into two sections: "Card Number" and "PIN". The "Card Number" section has a text input field containing "6222****8371 (DebitCard)" and a "Choose other card" link. The "PIN" section has a text input field and a "Please enter the cash withdrawal PIN of your bank card" message. The "Mobile Phone Number" section has a text input field containing "132****496" and a "is it changed?" link. The "SMS Code" section has a text input field containing "111111" and a "Free SMS" link. A "Confirm and Pay" button is at the bottom.

3. If the shopper is paying with a debit card, he has to provide a PIN and the SMS code that he can receive for free to his mobile phone.



The screenshot shows the CUP payment page for UnionPay Card Payment. The page is in Chinese. It displays the order amount (1.99 EUR), order number (070G33MOVV), and merchant name (ADYEN Test). The page is divided into two sections: "Card Number" and "Expiration Date". The "Card Number" section has a text input field containing "5309****8555 (CreditCard)" and a "Choose other card" link. The "Expiration Date" section has a text input field containing "02/15" and a "Please enter expiration date of your bank card, e.g. 09/13" message. The "CVN2" section has a text input field and a "Please enter the last three digits on the back of your card" message. The "Mobile Phone Number" section has a text input field containing "132****891" and a "is it changed?" link. The "SMS Code" section has a text input field containing "111111" and a "Free SMS" link. A "Confirm and Pay" button is at the bottom.

4. If the shopper is paying with a credit card, he has to provide the expiration date, CVN2 and the SMS code that he can receive for free to his mobile phone.

How it works for POS

Adyen's POS and mPOS terminals accept payments with CUP credit cards and debit cards.



Available integration methods

Businesses can connect to the Adyen payments platform in several ways. China UnionPay is supported through the following integrations:

Hosted Payment Page (HPP)

With this integration, the payment method selection is hosted by Adyen, which can be customized to the look and feel of the merchant's site. Merchants can easily set up payment methods specifically targeted to their shoppers' needs. This is the simplest integration option for merchant, due to the fact that transactions take place on Adyen payment pages.

Hosted Payment Page with payment selection on merchant site

With this integration, the payment selection is hosted on the merchant check out pages, and the bank selection takes place on Adyen hosted payment pages.

This requires some input from the merchant in terms of method details, but delivers a slightly smoother shopper experience since the payment selection is made on the merchant site.

Direct API with Directory Look-up (advised)

With the Directory Look-up functionality, the payment method selection is hosted by the merchant. In order to directly show the entry fields for the selected payment methods to shoppers,

the functionality sends information such as shopper location, basket value, and currency to the Adyen payment platform, which dynamically provides the list of the most relevant payment methods for this shopper to the merchant.

With this data, the merchant dynamically generates a customized payment page, allowing the shopper to complete the purchase using a targeted selection of payment methods.

The Adyen platform sends back a notification providing the status of the payment and updates the status as soon as it changes. Following the initial transactions, the merchant can store the shopper's preferred payment method to be presented when the shopper returns.

The Directory Look-up is the advised integration because it allows merchants to retain control of the look and feel of payment pages, and streamlines the payments process for shoppers, ensuring a seamless payment experience and increased conversion.

