

Payment Cards in Malaysia : Redefining the Way to Pay

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Redefining the Way to Pay

- **Malaysia – The Evolution**
- Vision 2020 – The Revolution
- Roles and Opportunities
- Evolution or Revolution?



Payment Cards Evolution

Magnetic Stripe Credit Cards



Chip Based Credit Cards



Magnetic Stripe Charge Cards (1970s)



Debit Cards



Towards 2020

Mobile Apps / Wallet



Contactless Cards



Chip & Pin Cards (2017)





EDC +
Printer



Bulky
EDCs



Landline
Wireless
/ GPRS



eCommerce



WiFi / MPOS



Manual
Imprinters



Merchant Acceptance Evolution

Towards 2020



Contactless
/ NFC / POS
ECR
Application



Source : Visa 'just wave and go'
commercial - via Mumbrella

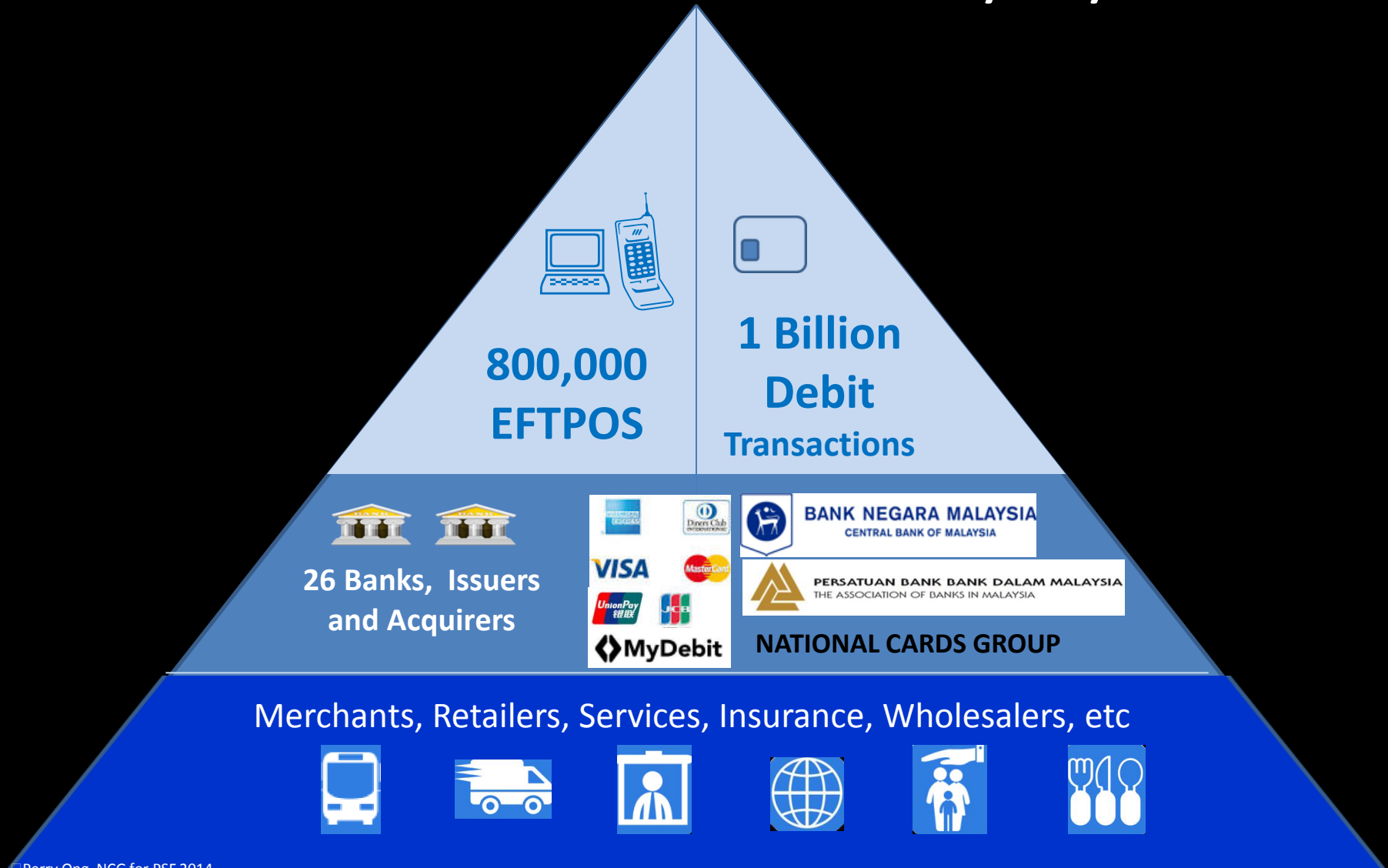
Redefining the Way to Pay



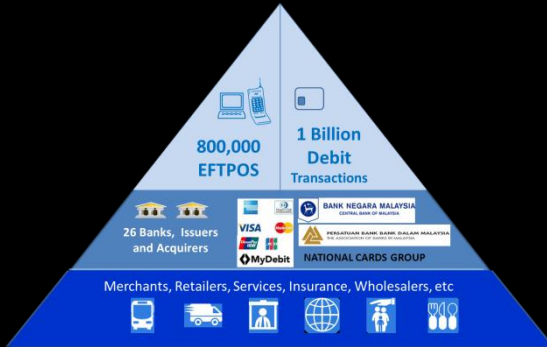
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The Revolution Starts ...

Towards a Cashless Society by 2020



NATIONAL CARDS GROUP



Coordinating industry efforts on

- 800K EFTPOS and 1 Billion Debit Transactions by 2020
- Chip & Pin deployment (*starting July 2015 to December 2016*)
- MCCS and MyDebit

Consumer Awareness Campaigns





Chip & Pin Migration requires massive industry coordination

Interoperability

- Online / Offline PIN
- Market switch from PIN bypass to enforced PIN

Communication

- Retailers for Card acceptance
- Consumers to remember their PIN

Deployment

- Re-carding of cards timing
- Terminal deployment coordination

Liability Shift

- Abandoned transactions (for non Pin Bypass supported EDC)
- Signature transactions (if after PIN enforced date)
- Lost and stolen scenarios

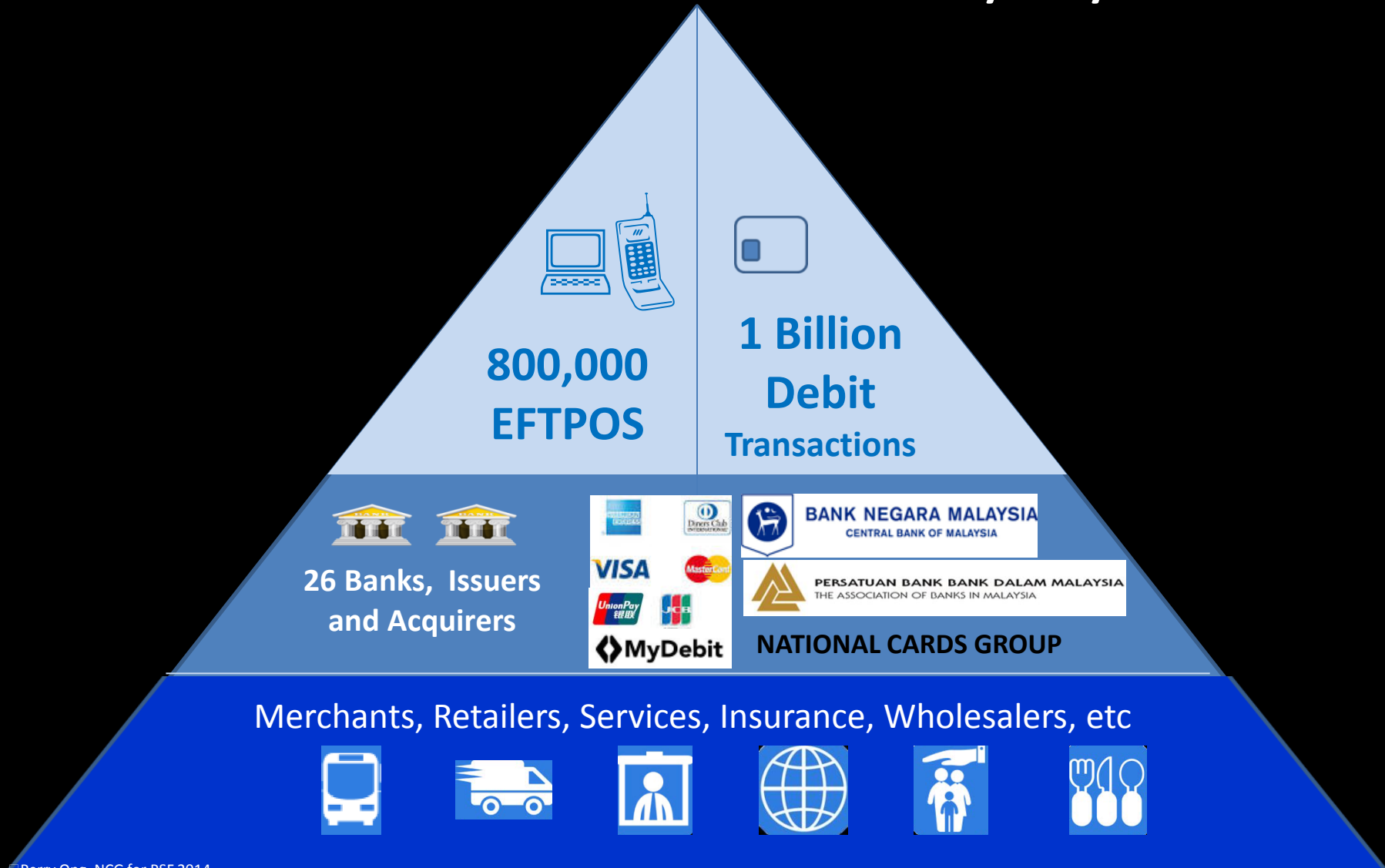


PIN not pen
from Jan 2017

I ♥ PIN

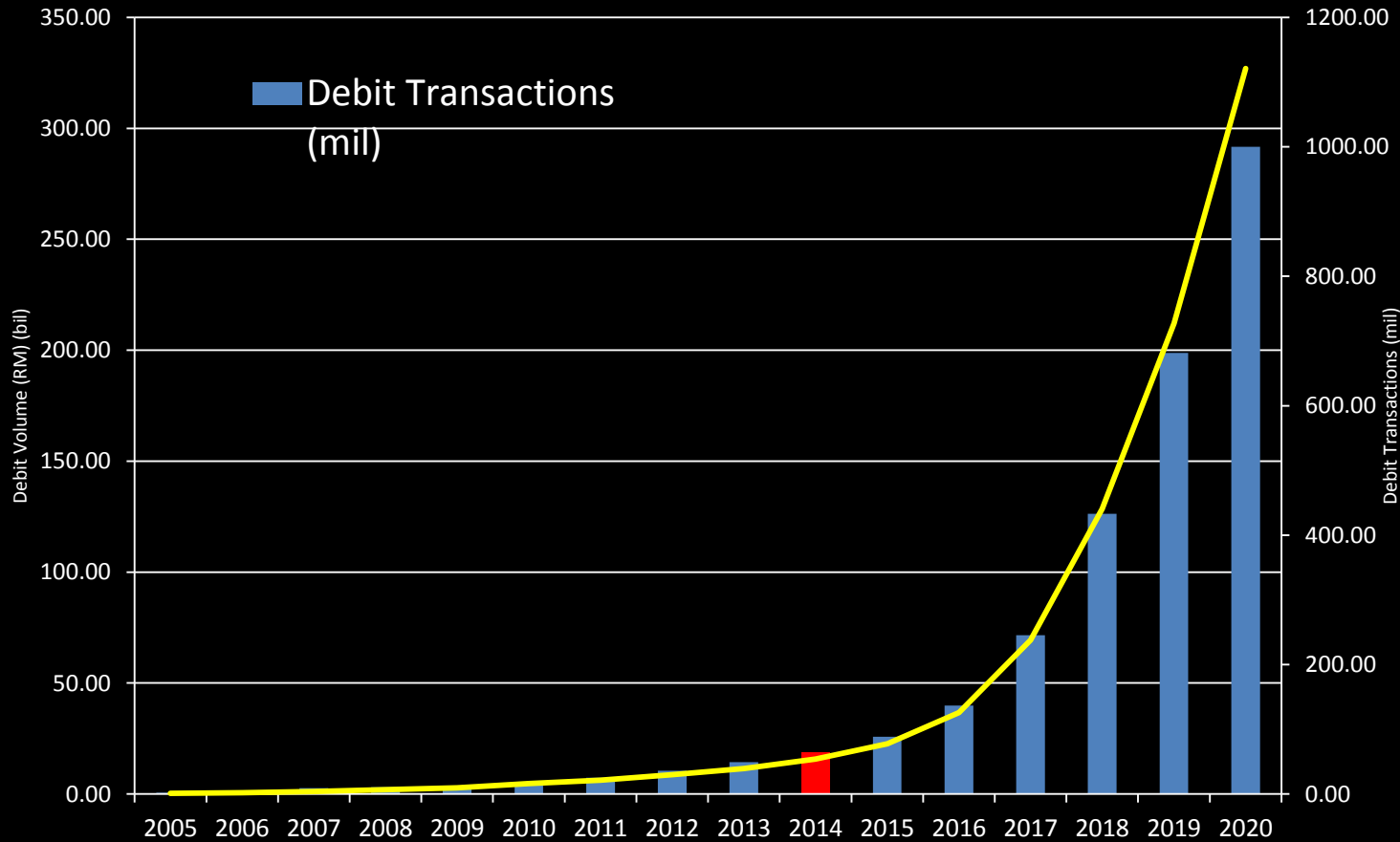
The Revolution Starts ...

Towards a Cashless Society by 2020



Malaysia Debit Cards

How are we getting there?



1 Billion
Debit
Transactions

45
million
Cards

Contact-
less
Cards &
EFTPOS

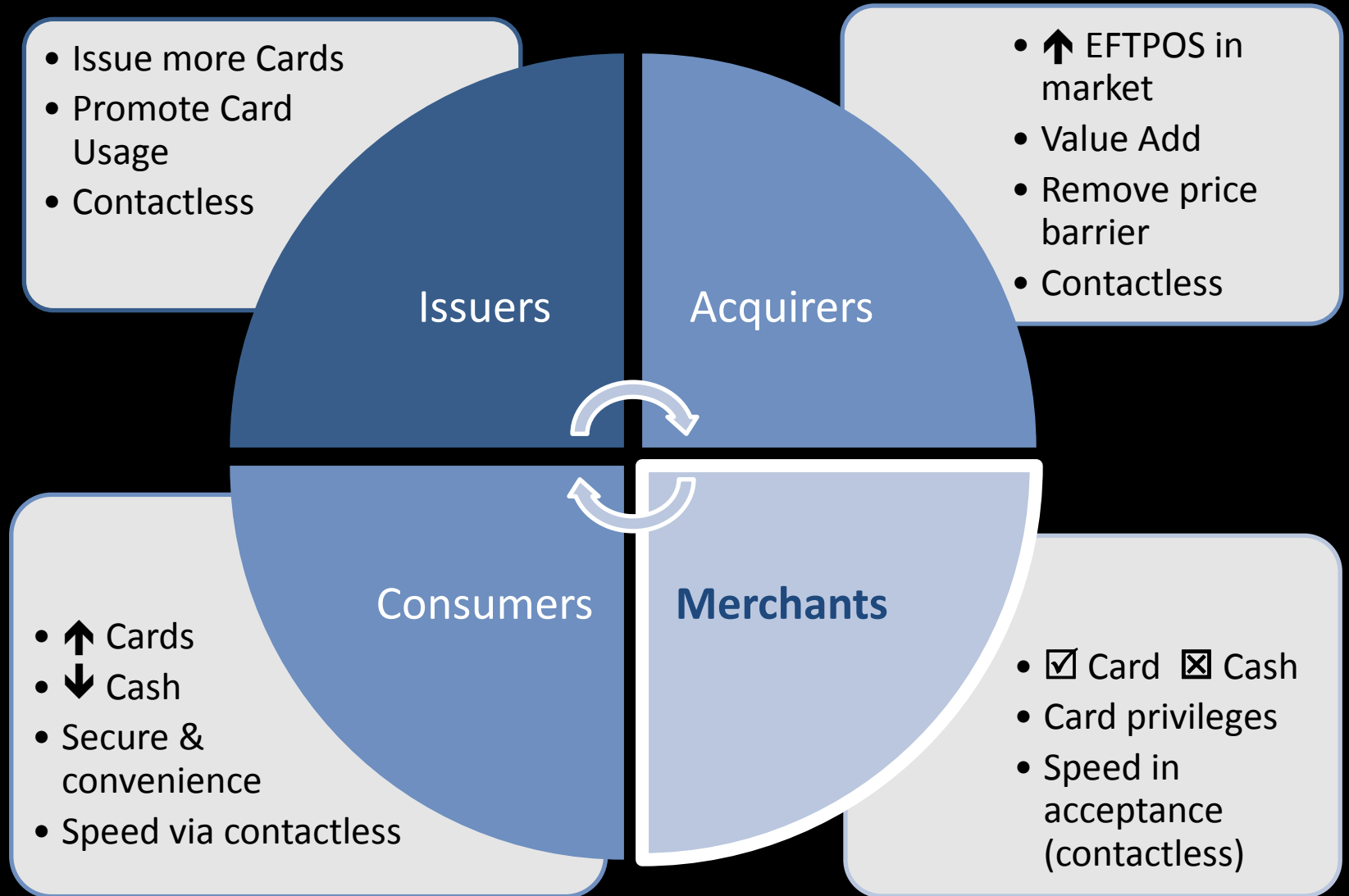
800,000
EFTPOS

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Ecosystem – Everyone has a role



How do Merchants Gain?



- Increased Sales
- Reduce cash → Reduce theft → Reduce Cost
- Increase Average Ticket Size
- Improved Productivity
- Better Customer Service
- Enhance Your Business Image

Untapped Opportunities in the Market



Transportation



Delivery Services



Micro Merchants
Street Vendors

- Increasing Efficiency in payment & collections of your business
- Enabling electronic payment for traditional cash / cheque collection
- Supporting end to end payment in the vertical business (from wholesale to retail to consumer)



Logistic



Insurance



Food & Beverage
Fast Food / Cafe



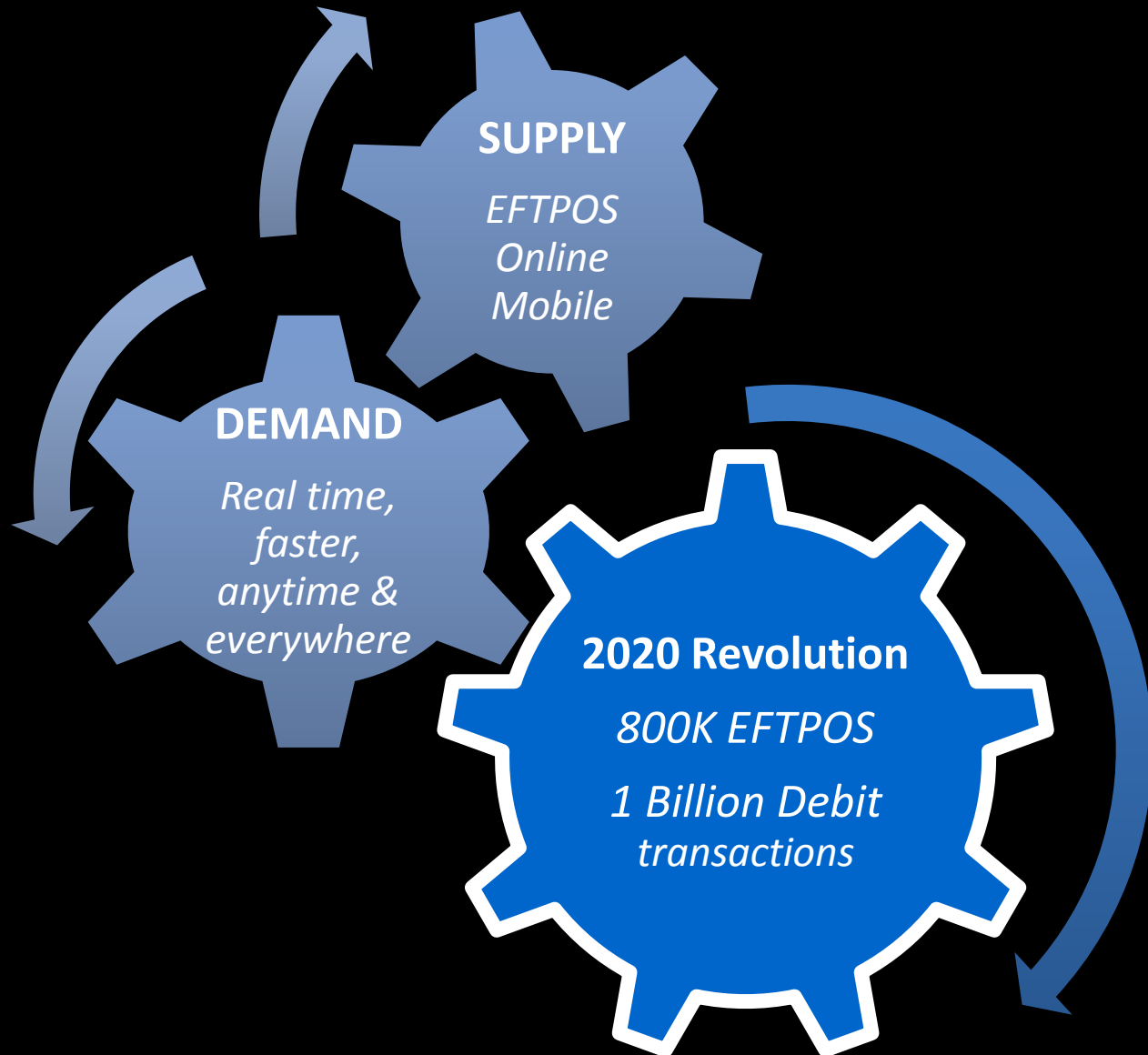
Source : goSwift – The Smart Way to Pay

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Redefining the Way to Pay....



Are you Ready for a Payment

REVOLUTION

