

How Contactless Can Help Grow Your Business



New Zealanders are some of the biggest users of **contactless** in the world

Contactless allows customers to use more than just cards to complete transactions

Smartphones & Digital Wallets



Wearables



How it can benefit customers



73%

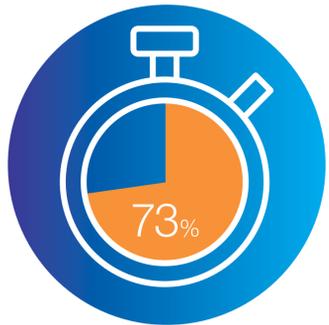
of customers are frustrated by retailers without contactless



1/3

of New Zealanders say contactless payment is **convenient**

Transactions are faster

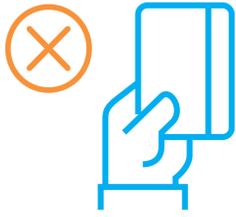


73% of New Zealanders say contactless is **time saving**

It is more secure



Device use gives an **extra layer of security**



The card or device **never** leaves the customers hand

How it can benefit your business

It can boost sales



Contactless merchants enjoy at least **2x** the growth rates of **non-contactless merchants**

Sales Growth



Hospitality



General retail



Grocery

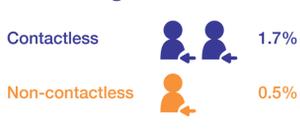


It boosts customer acquisition and retention

Customer Growth



Returning Customers



6 reasons contactless is right for **YOUR** business

- Your business has peak times where queues can start to form
- You need a solution to speed up payments so you can serve more customers, faster
- You already accept credit cards
- A large portion of your customers already pay with their credit card
- You're happy to invest in a faster, more convenient payment solution
- You want to offer a secure payment solution to your customers

Sources
 1. The Merchant Contactless Study, by Paymark and independent insights agency TRA
 2. Mastercard New Zealand Annual Survey 2017