

## mPay in collaboration with Central Group supports "Cashless Society" providing Thais with "mPay My Code – the new payment experience"



Mobile payments in Thailand are growing impressively, especially now that they are receiving stronger advocacy from stakeholders in the digital money ecosystem, including government offices, mobile operators, banks and shopping centres. Anticipating that Thailand's economic growth could skyrocket, these parties are supporting the adoption of mobile payments among Thai users by encouraging them to try out and get familiar with the cashless way of life.

mPay is AIS Digital Payment's technology that has just aligned itself with Central Group, the largest private conglomerate in Thailand. Together they are launching a new service called "mPay My Code" – a face-to-face payment service via QR Code. Customers only need to show a QR Code generated by their mPay app which the cashier will scan and complete the transaction without adding the amount being paid. It is quick, easy and convenient and does away with the need for change.

mPay My Code goes live from today

at designated major brand-name shops operated by Central Group, including Central Department Store, ZEN, Robinson Department Store, B2S, Tops Market, Tops Superstore, Tops Daily, Auntie Ann's and many more retailers, all with an attractive cashback promotion.

AIS mPay is continuously growing its partnerships with leading brands and responding to all forms of customer lifestyle profiles by increasing the number of shops adopting QR Code. Since early 2017 till now, over 1,100 payment stations have adopted QR Code. The partnership extension will cover four main categories of consumer lifestyle amenities: 1. Dining; 2. Convenience Stores; 3. Shopping; 4. Education.

"mPay is our own-developed payment platform that provides a better experience using digital money which is a fast-growing global trend. The platform has been developed to cover all types of payments, from bill payment to product purchase, and thereby serve end-users' needs. Besides, many enterprises have

applied mPay for a better management," said Pratthana Leelapanang, Acting Chief Consumer Business Officer of AIS.

"Over the last 1-2 years, Thais have become familiar with and more trusting in using digital money in the online shopping environment. Now, by encouraging payers and payees to use the QR Codes for their face-to-face, cash-less mobile payments, we are offering them an easier way to do that. Relevant stakeholders in the ecosystem are stepping up to highlight the importance of mobile payment. Hence, we have no doubt that Thailand will soon become a cashless society."

"This cooperation between AIS and Central Group is firmly built on our Strategic Partnership which is based on our shared vision. Both parties aim to deliver innovative experiences to people whatever their lifestyle. Thai consumers are bound to be increasingly enthusiastic about and accepting of Thailand's fast-growing cashless society".

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