First Data

Acculynk With Union Pay Launch Solidifies Standing as Global PIN Debit Authentication Gateway, Airbnb Adds PaySecure International to Checkout to Gain Access to Union Pay Cardholders

US Merchants Integrate to Acculynk's PaySecure International, Accessing 3 Billion UnionPayCardholders to Spur Growth

Atlanta, GA, November 18, 2013 — Acculynk, the first global PIN-debit authentication gateway, is now offering U.S. merchants the capability to accept China's UnionPay PIN debit cards on their Chinese websites using the PaySecure International graphical PIN pad for UPOP authentication.

U.S. e-commerce merchants interested in tapping into the large number of consumers in China must be able to accept Chinese payment methods, as well as authenticate a Chinese cardholder in order to make the sale. PaySecure International provides U.S. merchants the ability to accept and authenticate UnionPay cards with the same PaySecure PIN pad used for Internet PIN debit transactions with U.S. cardholders.

Airbnb, the world's leading marketplace for booking, discovering, and listing unique spaces around the world, is yet another U.S.-based merchant to leverage PaySecure International to access the more than 3 billion UnionPay PIN debit cardholders. Chinese customers can now use their UnionPay debit cards to secure accommodations at one of Airbnb's 300,000 listings worldwide.

Airbnb and other merchants are building localized experiences for Chinese consumers. Acculynk's integration with UnionPay goes the extra step, allowing for the transaction to be settled in U.S. dollars which means PaySecure International allows the merchant to garner new cross-border sales and gain new customers with a minimum investment of resource.

With PaySecure, Chinese consumers follow the normal UPOP procedures but without being redirected to a separate site which reduces friction and abandonment and creates a simpler, more streamlined experience for the consumer.

In emerging markets, most cards are PIN debit cards. UnionPay, for example, is the largest card network in the world, according to the Nilson Report, with over 3.5 billion cards issued worldwide, and, of that total, only 300 million are credit cards.

Once PaySecure is integrated, merchants do not have to make any further technical changes to enable incremental international markets. As Acculynk continues to expand its international footprint, merchants are enabled to accept debit cards from these markets with no additional technical effort required.

"The ability to access billions of net new customers is a game changer for growth-oriented merchants," said Ashish Bahl, CEO Accuynk. "By enabling both in-country and cross-border purchases, we enable the borderless customer, the customer who is seeking to purchase what they want, when they want to, regardless of borders."

A single integration to Acculynk enables PIN debit from consumers in the U.S., Puerto Rico, China, and India. PaySecure can be leveraged by US merchants for .com and/or international websites. On the Issuer side, the authentication experience is tailored to the regulations and customs of each international market.

"With India's RuPay and China's UnionPay cardholders added to our PaySecure network, Acculynk is poised to push well beyond the BRIO markets to debit-centric markets throughout Pac Asia, Latin America and Europe," said Bahl.

About First Data Corp.

First Data secures online transactions with a suite of software-only services backed by a patented authentication and encryption framework that provides greater security for issuers, EFT networks, merchants and payment processors. First Data's PaySecure® utilizes a graphical PIN-pad for the secure entry of a consumer's PIN online and is available to merchants through existing acquirer relationships, enabling speedy implementation. PaySecure is currently enabled on over 6,000 merchant websites. First Data has partnerships with 11 EFT networks to process PaySecure transactions and with six leading payment processors, and is certified with PULSE and Master Card, among other key industry leaders. Additionally, First Data solutions include PayLeap, a gateway and acquiring and card processing services, and Payzur, the only debit-based real time and 100% white labeled P2P solution. Visit www.acculynk.com.