

NEWS CLIPPING

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MOBILE WALLET PAYMENTS

7-ELEVEN FIRST TO ACCEPT ALIPAY

Convenience store chain looking to attract more Chinese tourists

KUALA LUMPUR

7ELEVEN Malaysia Bhd is the first retailer in Malaysia to accept the Alipay mobile wallet payment, and now looks to attract more Chinese tourists to shop at the convenience store chain.

Chief executive officer Gary Brown said 7-Eleven began accepting Alipay from May 12 and 94 per cent of the 2,100 stores nationwide had gone "live" with the system.

"All our stores will be able to accept Alipay within the next two days. In China, this payment system is a way of life for, and given the growing number of Chinese tourists here, we are hoping for a high uptake," he told reporters after the launch of Alipay mobile wallet at 7-Eleven Bukit Bintang, here, yesterday.

The event was launched by Tan Sri Vincent Tan, the founder of Berjaya Corp, the majority shareholder of 7-Eleven Malaysia.

Brown said installing the system did not require a huge capital outlay as it can operate with the existing MOL terminal, made possible by

7-Eleven's strategic partnership with MOL Global Inc, a leading technology provider for in-store payment services.

Senior vice-president of international business for Alipay's

parent company, Ant Financial Services Group, Douglas Feagin said 2.1 million Chinese tourists visited Malaysia last year and the number is expected to grow to about 3.5 million this year.

He said these tourists were already familiar with the payment system's mechanism and Alipay allowed them to connect with retailers here with information on what was being sold, promotions and store location.

"The number of tourists and merchants will increase and therefore, economic activity will also improve," he added.

Meanwhile, Tan, also the majority shareholder of MOL Global,

said in Thailand, Chinese tourists spend up to five times more per transaction at 7-Eleven stores via their Alipay mobile wallets compared to the average transaction in Malaysian stores.

"MOL will be an important partner for Alipay to recruit merchants both within and outside the Berjaya Group to boost the payment gateway's acceptance, here.

"We will broaden Alipay's reach into the Malaysian market by signing up more merchants from various industries. Our next plan is to rollout Alipay in all of the Berjaya Group of companies," he added. **Bernama**



QSR Brands (M) Holdings Bhd chief executive officer Merrill Pereyra (left) and Bhd general manager Sharifah Musainah Syed Alwi at the KFC Keju 3 Rasa launch in Kuala Lumpur recently. PIC BY SALHANI IBRAHIM

ADVERTISING DEAL

Ogilvy & Mather wins CIMB contract

KUALA LUMPUR: Marketing communications company Ogilvy & Mather (O&M) has been appointed the communications agency for CIMB Bank in Malaysia, a subsidiary of the leading Asean bank, CIMB Group.

O&M was awarded the business after proposing a strategic and creative credit card campaign that went beyond tactical promotions to focus on experiences and moments that Malaysians can enjoy.

As CIMB Bank's communications agency, O&M will work closely with the institution to promote its retail banking business in Malaysia, managing all communications efforts for the brand's Malaysian consumer portfolio.

This includes driving the overall strategy, as well as the development of print ads, outdoor, digital, and social media for an integrated nationwide roll-out, it said in a statement.

The CIMB consumer franchise is the second largest financial services provider in Malaysia.

O&M services Fortune Global 500 companies as well as local businesses through its network of more than 500 offices in 126 countries.

LIMITED-TIME OFFER

KFC expects 'Keju 3 Rasa' to spice up overall sales

KUALA LUMPUR: KFC Holdings (M) Bhd expects its latest product, the "Keju 3 Rasa", to contribute about 15 per cent to overall sales.

QSR Brands (M) Holdings Sdn Bhd chief executive officer Merrill Pereyra said the three-flavoured spicy and tangy cheese sauce, to top KFC's signature Hot and Spicy Chicken, will be available

for six weeks beginning May 18.

"We expect to receive great response during the limited period, and this would help boost overall sales," he told reporters at the "Keju 3 Rasa" launch, here, recently.

Pereyra said the unique cheese would be available with set combo meals of two or five pieces of chicken priced at RM13.50 and

RM32.50, respectively.

The two-piece combo comes with two pieces of Hot and Spicy chicken, two Spicy Tangy Cheesy sauce, coleslaw, choice of Colonel Rice or whipped potato and the new Sjora Strawberry Kiwi drink.

Meanwhile, the five-piece combo offers five pieces of Hot and Spicy chicken and five Spicy

Tangy Cheesy sauce with a special side of Loaded Potato Bowl and two Sjora Strawberry Kiwi drinks.

QSR Brands, which currently holds a franchisee of over 750 KFC restaurants in Malaysia, Singapore, Brunei and Cambodia, is also the operator of Pizza Hut in Malaysia (370 outlets) and Singapore (75 outlets). **Bernama**