

# Asia Pacific Fact Sheet

First Data Corporation is a global technology leader in electronic commerce. The company serves more than 6 million merchant locations, thousands of card issuers and millions of consumers. First Data processes transaction data of all kinds, harnesses the power of that data, and delivers innovations in secure infrastructure, intelligence and insight for its customers. From large financial institutions to the merchant around the corner, First Data supports its customers by helping them process and understand the intelligence behind every transaction.

First Data is a major independent payments processor in the Asia Pacific region. The company employs more than 800 employees in offices in Australia, New Zealand, Greater China, Korea, India and Singapore. Asia Pacific holds significant growth potential for First Data as the payments industry continues to evolve throughout the region. First Data works closely with governments across Asia Pacific to assist in the expansion of electronic payments acceptance and to promote advanced payment technologies to financial institutions in developing economies.

## Overview

With the ability to tailor solutions for regional and local requirements, First Data offers a comprehensive range of payment services to meet clients' business needs in Asia Pacific.

### Issuing and Consumer Finance Processing for Banks and Retailers

FirstVision™ – First Data's strategic outsourced issuing and consumer finance processing solution – meets the needs of virtually all types of card issuing organization – from small to large banks and retailers, and from one product start-ups to global brands.

Most major credit, debit, prepaid and commercial products can be supported, regardless of country of issuance, currency or language. Our worldwide presence and established global processing hubs set us apart from our competitors and give our clients cost-effective, 24-hour processing and support.

First Data's card processing solution is today supporting financial institutions in Australia, New Zealand, India, Singapore, Thailand and China.

### Credit Card Sales Management and Switching Services

First Data offers a complete credit card sales management service to merchants including advanced switching and settlement functionality and processing. Leveraging its proprietary point-of-sale terminal infrastructure, First Data also offers a complete and secure solution for credit card authorizations. Services include:

- Credit card sales management services for merchants, including authorization, settlement and reconciliation
- Credit card transaction switching services – a complete switching service between merchants and credit card issuers
- Cash receipt services – providing Korean consumers with details of cash transactions for reporting to the National Tax Service

### Electronic Funds Transfer (EFT) Processing and Switching Services

First Data's infrastructure allows businesses to connect securely and efficiently to major issuers and acquirers of debit, credit and charge cards, processing their electronic transactions via the First Data network. Within the region, the company processes payment card transactions, provides ATM and cash dispenser network management services and is linked to all major Australian domestic and international ATM networks.

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## **ATM Services**

First Data offers a comprehensive range of ATM management services to banks and retailers. The company's Cashcard network is the largest independent provider of ATM services in Australia, supporting the operation of almost 12,000 ATMs. As an ATM operator, First Data's network has direct contracts with merchant customers that host its ATMs on their premises. Where First Data manages ATMs on behalf of other operators, the company provides a range of services such as switching, telecommunications, help desk, automated incident management and content distribution.

## **Cheque Guarantee Services**

TeleCheck is the world's leading provider of cheque guarantee services. With its regional headquarters located in Sydney, TeleCheck processes cheques at almost 8,000 merchant locations across Australia and New Zealand.

## **Merchant Acquiring Solutions**

First Data manages acquiring portfolios, providing merchants with the full range of services for acceptance of debit and credit cards, as well as other forms of electronic payments. They are able to offer world-class products and services through First Data's global resources.

## **Commercial Relationships**

First Data works with banking partners in joint ventures and revenue-sharing agreements, providing merchant acquiring services in a number of countries across the region. These relationships include:

### **Merchant Solutions**

An alliance between First Data and Standard Chartered Bank providing merchant acquiring services in nine Asian markets.

### **BankWest Merchant Services**

An alliance with BankWest, providing services to merchants in Australia.

### **ICICI Merchant Services**

An alliance with ICICI Bank, providing merchant acquiring services across India.

## **Key Personnel**

- Russ, Piparo, SVP, Asia Pacific
- Grant Lines, SVP, Australia & New Zealand

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## Regional History

### 1983

Electronic Funds Transfer Services Proprietary Limited (Austnet) is formed and processes its first electronic transaction.

TeleCheck Australia and New Zealand is established.

### 1984

Austnet processes the first electronic intercontinental transaction in the world.

### 1988

Austnet becomes known as Electronic Funds Transfer Telecommunications (EFTEL) after the two companies are merged.

### 1992

First Data introduces electronic payment processing services in Australian market.

First Data enters the Australian market offering electronic payment processing services.

### 1995

First Data enters China's payments market.

### 1999

First Data introduces its credit card processing system into the Australian market.

### 2000

First Data works with Visa to process all transactions occurring at ATM and POS devices at Sydney 2000 Olympic venues.

### 2001

First Data forms relationship with VeriSign Australia to create an Internet payment gateway.

First Data enhances its presence in Asia Pacific, with the acquisition of PaySys International, Inc., a leader in financial transaction processing software.

### 2002

First Data launches further products and services in Asia and establishes a fully operational data centre in Shanghai.

First Data signs VisionPLUS license contracts with Industrial Bank of China and Agricultural Bank of China.

The company's Shanghai data centre is the first of its kind to be verified and licensed by the Chinese government to provide financial institutions with card issuing and outsourcing services.

### 2003

China's first bankcard outsourcing contract is signed with China Everbright Bank.

First Data acquires Cashcard Australia Limited, a leading electronic payments service provider and the operator of Australia's largest ATM services network.

### 2005

BankWest and First Data form Australian alliance for enhanced merchant-acquiring services.

First Data signs a VisionPLUS license and services agreement with Bank of Communications Hong Kong and PingAn Bank.

First Data enters the Korean market with the acquisition of Korea Mobile Payment Service, a leading merchant services provider in South Korea.

First Data gains foothold in South Asia by signing a multi-year agreement to manage credit card and merchant processing services for DBS Bank.

First Data launches its Singapore office to further extend its presence in Asia.

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## 2006

First Data establishes Merchant Solutions, an alliance with Standard Chartered Bank, serving merchants in nine Asian markets.

First Data opens an office in India to support this dynamic market.

First Data signs an outsourcing services agreement with Cetelem in China.

## 2007

First Data and INICIS form partnership to offer global merchant acquiring in Korea.

China Union Pay and First Data form a partnership to promote CUP card acceptance in Australia.

## 2008

First Data signs an agreement with BC Card Company in Korea, providing BC Card holders access to any STAR ATM in the U.S.; STAR cardholders gain access to cash at BC Card ATMs in Korea.

First Data signs agreements to begin processing for Kotak Mahindra and Punjab National Bank in India.

## 2009

Merchant Solutions and China Union Pay agree an alliance that enables thousands of merchants outside China to accept CUP payment cards

First Data and YES BANK enter collaboration to establish a widespread network of ATMs in India.

## 2010

First Data and ICICI Bank, India's largest private sector bank form ICICI Merchant Services, a merchant acquiring alliance.

## Media Contacts

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