

Computop expands into Asia with the opening of its Hong Kong office

Submitted by: Ascendant Communications

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A 240 per cent surge in demand from European and US retailers wanting to expand into Asia, spurs on Payment Service Provider, Computop, to establish Chinese operations

Bamberg, Germany – June 21, 2012 – Computop, a leading payment service provider (PSP), today announced the opening of its office in Hong Kong, signifying the expansion of its Paygate Payment Services Network into Asian markets.

Ralf Gladis, CEO for Computop comments, “In the last year Computop has seen a 240 per cent increase in demand from customers and prospects looking for payment service support to enable them to take advantage of the booming Asian economy.

He continued, “China accounts for 34 per cent of all internet usage and has everything it takes for sustainable growth in e-commerce - good infrastructure and logistics, broad Internet access and an established e-commerce industry as well as a large population with a solid and growing income. It is also one of the major economies driving global growth, so our active participation in this market is a very important strategic move for us.”

Working with local partners such as hybris, SAP, Sceneric and PayPal, Computop is able to provide international retailers with local expertise, help them achieve higher conversion rates with local payment methods and fight increasingly sophisticated fraudsters within the region. It will also focus on helping Asian retailers to expand into Europe and the US.

The new office is based in the city of Hong Kong and headed up by country manager, Xixi Wang, who has a solid track record of developing international business for Computop.

Wang commented, “For any retailer wanting to take advantage of the current growth opportunities within China, including Chinese retailers, it is crucial that they understand their legal requirements, the local market mechanics and purchasing behaviours. For instance, although offline payments in China are relatively straightforward, the online environment is still developing and payment options are very diverse. This is where Computop can help by providing a one-stop-shop secure and reliable payment service.”

For more information on the full range of services offered by Computop, visit www.computop.com

Some key facts:

- In the first three months of 2012, China's import & export totaled US\$ 859.37 billion with a year-on-year growth of 7.3%. China's export was US\$ 430.02 billion and its import was US\$ 429.36 billion, up by 7.6% and 6.9% respectively – Source: Ministry of Commerce, People's Republic of China
- Online retail sales in China nearly doubled in 2010 reaching USD78 billion (CNY 513.1 billion) and are expected to double again by 2013 to USD 152.1 (CNY1 trillion) – Source: Xinhua News Agency

- China will become the largest mobile shopping market in 2015 – Source: ABC Research

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About the Computop Paygate platform

Computop Paygate is a multichannel payment platform that provides online retailers with secure payment solutions and efficient fraud prevention for international markets. With just one interface needed, Computop Paygate allows online retailers to get access to dozens of international payment systems, and includes fraud prevention for North America, Europe and Asia. Leading e-commerce solutions from the likes of Demandware, hybris, Magento and Oxid all support Computop Paygate as a preferred payment service solution for global payment processing. In addition, Computop Paygate has been integrated into SAP's Business ByDesign business software to provide secure global payment processing.

About Computop

Computop is a payment service provider (PSP) that was founded in 1997 and is headquartered in Bamberg, Germany. The company has global customers such as Fossil, C&A, Samsung and TUI and has offices located in North America and Europe. Computop's Paygate PCI-compliant hosted payment solution supports all non customer present payments, including telephone, online and mobile.

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