



### **Alipay and Lyf Pay Join nexo standards**

*Global leaders in online and mobile payments become latest members of international association*

**18 July 2019** – nexo standards, the international association dedicated to enabling fast, interoperable and borderless payments acceptance, today announces that Alipay and Lyf Pay have become Principal and Associate Members of the association respectively.

Operated by Ant Financial Services Group, Alipay is the world's leading payment and lifestyle platform, which currently serves over one billion users with its local e-wallet partners. Lyf Pay is the first multi-service mobile payment application in France that aims to simplify all of consumers' day-to-day payment and shopping experiences by gathering and dematerializing all payments and associated loyalty services into a smooth and contextualized user experience.

As a Principal member, Alipay can contribute strategically to the organization, with the option to vote and lead on new group initiatives. Both Alipay and Lyf Pay will contribute to the evolution and development of the nexo messaging protocols and specifications. As key players in the mobile payments' environment, the two companies will also be focused on supporting nexo's efforts to enhance its support for global mobile payment acceptance.

"The work of nexo standards is becoming increasingly important and relevant from a global perspective," comments Jane Song, Senior Director, International Business Group at Alipay. "At Alipay, we work with over 250 overseas financial institutions and payment solution providers to enable cross-border payments for Chinese travellers and overseas customers who purchase products from Chinese e-commerce sites. As a Principal member of nexo, we hope to share our international insights and in-depth mobile expertise to contribute to the continued growth and success of the association."

"Lyf Pay enables today's retail stakeholders to strengthen their customer relationships with more seamless omnichannel shopping and payment experiences, combined with tailored merchant value-added services," adds Christophe Dolique, CEO at Lyf Pay. "Through our membership of nexo, we want to ease and simplify the integration of digital transformation projects for all retail and payment stakeholders to help reduce costs, invest in future-proof solutions and encourage cross-border



partnerships. We're committed to offering our expertise to support the functional and technical development of nexo's messaging protocols and specifications, supporting the organization's mission to continue simplifying the acceptance and deployment of mobile payment services globally."

nexo standards enables fast, interoperable and borderless card payments by standardizing the exchange of payment acceptance data between merchants, acquirers, payment service providers and other payment stakeholders. nexo's messaging protocols and specifications adhere to ISO20022 standards, are universally applicable and freely available globally. Today, the association has a [membership base](#) of almost 90 member companies from the payment acceptance landscape.

"nexo's mission of enabling interoperability in global payment acceptance can only be achieved with engagement and dedication from key payment industry players such as Alipay and Lyf Pay," comments Claude Brun, Chairman of nexo standards. "As we continue to look forward and respond to the rapidly evolving needs of the innovative, fast-paced payments market, the extensive experience and specialist knowledge these key players bring to our association will be invaluable."

To find out more about becoming a member of nexo standards visit the [nexo website](#).

**ENDS**

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For more media information or to schedule a briefing with nexo standards, please contact Lucy Horsman / Kirsty Blackburn – Tel: +44 113 350 1922 or email: [lucy@iseepr.co.uk](mailto:lucy@iseepr.co.uk) / [Kirsty@iseepr.co.uk](mailto:Kirsty@iseepr.co.uk)

#### **Notes to Editors**

##### **About nexo**

nexo is an open, global association dedicated to removing the barriers present in today's fragmented global payment acceptance ecosystem. nexo has been the very first organisation to design and develop card payment messages based on ISO 20022. The delivery of universal standard and protocols messages ensure the interoperability of different equipment and payment systems, internationally. Headquartered in Brussels, its members represent the full spectrum of card payments stakeholders, including acceptors, processors, card schemes, payment service providers and vendors. nexo standards was established in 2014, when three historical contributors of card payment standards and specifications were merged: EPASOrg, the OSCar consortium and the CIR SEPA-Fast technical working group.

For more information, visit [www.nexostandards.org](http://www.nexostandards.org) | [Twitter](#) | [LinkedIn](#)



### **About Alipay**

Operated by Ant Financial Services Group, Alipay is the world's leading payment and lifestyle platform. Launched 2004, Alipay currently serves over 1 billion users with its local e-wallet partners. Over the years, Alipay has evolved from a digital wallet to a lifestyle enabler. Users can hail a taxi, book a hotel, buy movie tickets, pay utility bills, make appointments with doctors, or purchase wealth management products directly from within the app. In addition to online payments, Alipay is expanding to in-store offline payments both inside and outside of China. Alipay's in-store payment service covers over 50 markets across the world, and tax reimbursement via Alipay is supported in 35 markets. Alipay works with over 250 overseas financial institutions and payment solution providers to enable cross-order payments for Chinese travelling overseas and overseas customers who purchase products from Chinese e-commerce sites. Alipay currently supports 27 currencies.

For further information on Alipay please contact:

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### **About Lyf Pay**

Launched in May 2017, Lyf Pay is the first multi-service mobile payment application in France. Lyf Pay's objective is to respond to new consumer patterns linked to the digitalisation of media and services in the payment world. Lyf Pay services are aimed at both retailers and consumers. For retailers, Lyf Pay provides them with tools to simplify customer experience by dematerialising payments and associated loyalty services, develop new customer experiences (payment without checkout, payment at table, click and collect etc.) and personalise relationship with their customers by mastering and applying data from these new uses. For consumers, Lyf Pay offers an all-in-one application that aims to simplify all of its daily payment and purchasing activities and is structured around 3 areas: payments (in shop, on the Internet, in an application, in several instalments, on delivery, on order, at the table, etc.), sharing (friends and family payments, donations, money pots, etc.) and benefits (managing and taking into account loyalty cards, offers, retail news, etc.).

Lyf Pay is a proven and already operational solution that has been backed by BNP Paribas, Crédit Mutuel (\*), Auchan, the Casino group, Mastercard and Oney during its evolution.

For more information, please email [lyfpay@storiesout.com](mailto:lyfpay@storiesout.com)

(\*) Crédit Mutuel Anjou, Crédit Mutuel du Centre, Crédit Mutuel Centre Est Europe, Crédit Mutuel Dauphiné-Vivarais, Crédit Mutuel Ile-de-France, Crédit Mutuel Loire-Atlantique et Centre-Ouest, Crédit Mutuel Méditerranéen, Crédit Mutuel de Normandie, Crédit Mutuel Midi-Atlantique, Crédit Mutuel Savoie-Mont Blanc, Crédit Mutuel du Sud-Est, Crédit Mutuel Nord Europe, Crédit Mutuel Océan, Crédit Mutuel Maine-Anjou, Basse-Normandie, Crédit Mutuel Antilles-Guyane.