



Case Study  
**Rapyd**

## **SEAGM Uses Rapyd Digital Payments to Reach Millions of Online Gamers Across Asia**

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Local Payment Solutions  
Power International  
eCommerce Expansion

[Rapyd.net](https://Rapyd.net)

## Case Study SEAGM

# FAST FACTS



SEAGM Reached More Customers  
with Local Payments



20+ Different Payment Methods  
Across 6 Countries



India, Indonesia, Philippines,  
Singapore, South Korea and Thailand



Up to 90% Lower Processing  
Fees and More Competitive Pricing



***“Rapyd helps SEAGM enter a market quickly, offering a wide range of local alternative payment methods to potential users.”***

- Tommy Chieng, Co-founder and COO

## Case Study SEAGM

# THE STORY

SEA Gamer Mall (SEAGM) is the fastest growing online game digital trading and services platform in Southeast Asia. They provide digital codes, cards, top-ups and mobile payments that allow more than 2 million gamers to access content and make in-app purchases.

A majority of consumers in their top markets don't use credit cards. To grow and expand, they needed to offer digital payment methods that were localized to consumers' preferences in each country.

## SEAGM Provides

### Digital Codes

Gamers can purchase digital codes to access games and digital content

### Direct Top-Ups

Consumers can make deposits into their game accounts for in-game purchases

### Mobile Reload

Mobile recharge services for phone and data bundles



## Case Study SEAGM

# THE CHALLENGES



Millions of gamers in emerging markets don't have credit cards or bank accounts.



Customers wanted additional payment options beyond inconvenient cash top-up methods that require them to visit local convenience stores.



Gamers don't want to sign up for new technologies. They want to use the ewallets, bank transfers and digital payment methods they already trust.



integrating numerous local payment methods across several countries was prohibitively expensive and time-consuming.



## Case Study SEAGM

# THE SOLUTION – RAPYD COLLECT

In order to provide a better service to its users, optimize payment conversions and increase its customer base, SEAGM needed a payment vendor that could offer all locally preferred digital payment methods across India, Indonesia, Philippines, Singapore, South Korea and Thailand.

## Rapyd Collect Let SEAGM Quickly Offer All the Ways Their Customer Wanted to Pay

Rapyd provided the most popular payment options in each of SEAGM's markets.



- **eWallet payments** such as GrabPay in Singapore, and GCash in the Philippines
- **Cash** payments through 10,000+ Alfamart convenience stores in Indonesia
- **Real-time bank transfers**, such as PayNow in Singapore
- **Virtual account payments and online banking** with Mandiri, Permata, and BNI Banks in Indonesia
- **UPI payments** in India



One integration



20+ Payment Methods  
across six markets



Single settlement in 65+  
currencies, foreign exchange,  
reconciliation and reporting



Identity verification,  
compliance, fraud monitoring

## Case Study SEAGM

# THE RESULTS

### SEAGM Reached New Customers and New Markets

Rapyd enabled SEAGM to quickly add popular local payment methods in Indonesia, Philippines, Singapore, South Korea and Thailand. They were also able to expand into India's lucrative gaming market for the first time.

### Up to 90% Lower Fees

Rapyd was also able to significantly lower processing fees, resulting in reduced costs for their customers and more competitive pricing across markets.



 SOUTH KOREA



 SINGAPORE



 INDONESIA



 THAILAND



 INDIA



 PHILIPPINES



*"SEAGM began integrating Rapyd with our business  
in early March 2020. The service itself has proven to provide  
**competitive fee rates and excellent fx rates.***

*The whole integration process was  
**handled with ease."***

**- Tommy Chieng, Co-founder and COO -**



