

Rapyd

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

Local Payment Solutions Power International eCommerce Expansion

Rapyd.net

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

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 Gamers can purchase digital codes to access games and digital content

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

Mobile Mobile recharge services for Reload phone and data bundles



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.



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, reconciliationand reporting



Identity verification, compliance, fraud monitoring

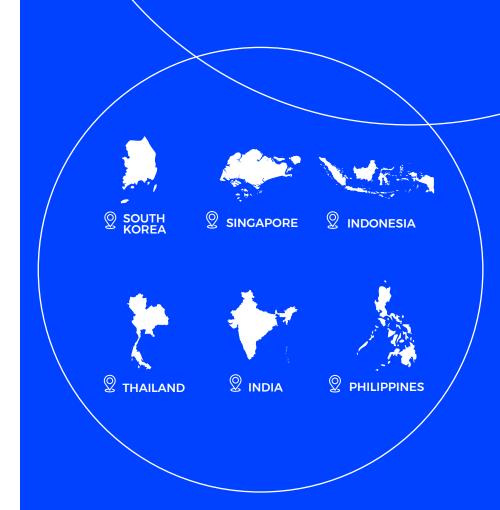
THE RESULTS

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.





"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 -

