



Press Release
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nissen.com.hk Selects PayDollar Online Payment Processing Service

Hong Kong – Hong Kong Nissen Limited, known as 'nissen.com.hk' in below, has selected AsiaPay as its online and telephone order payment processing provider. Consumers shopping on nissen.com.hk can now make payments with VISA, MasterCard, China UnionPay and AliPay. AsiaPay secured the contract with its extensive industry experience in serving multi-national enterprises in Asia in the past decade, its multi-lingual capability, as well as comprehensive payment processing capabilities, reportings and fraud monitoring support provided by its online payment platform -- PayDollar.

nissen.com.hk was launched in Hong Kong in May 2011 to serve Hong Kong and Macau markets. The online shop provides quality ladies clothing, handbags and accessories, children clothing and many others, targeting female consumers aged 20 to 40. Each season, nissen launches more than 10,000 new products to the market.

"To an e-commerce company, besides product quality, it is also critical to provide a hassle-free shopping environment and seamless payment facilities to consumers, encourage them to return to your online shop. To ensure the smooth shopping experience to our customers, nissen.com.hk has implemented the PayDollar payment platform, which embraces a comprehensive portfolio of international credit cards and direct debit payment options, to satisfy the payment needs and preference of different consumers," said Ms Shizuka Agata, General Manager of Hong Kong Nissen Limited. "PayDollar platform also provides integrated settlement, enhanced administrative efficiency and cost effectiveness to nissen.com.hk."

A call center is another business focal point of nissen.com.hk, generating a good portion of sales. Supported by Paydollar multi-channel payment features, nissen.com.hk call center provides customers another convenient shopping channel besides internet, allows Hong Kong and Macau consumers to pick their favorite products from nissen magazines, place an order and complete the payment by a phone call, and have the goods delivered from Japan directly to their door.

According to Ms Shizuka Agata, the acceptance of Japanese products among Hong Kong consumers, and the strong purchasing power of local consumers are the main reasons for Nissen Group to choose the Hong Kong market. "The Hong Kong market is strategically important to Nissen Group, as we will take Hong Kong as our base and stepping stone for entering the Great China Market," said Ms Shizuka Agata.

This year, nissen.com.hk will focus its effort on raising brand awareness and increasing market penetration with a series of planned marketing events such as free copy of the latest nissen magazine to its newly registered members, to promote its quality and fairly priced Japanese clothes and accessories. Starting today until April 1, shoppers can also enjoy free courier service within Hong Kong and Macau by purchasing HK\$600 or above.

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About Hong Kong Nissen Limited

Hong Kong Nissen Limited, a wholly-owned subsidiary of Nissen Holdings Co., Ltd. based in Kyoto, Japan, aims to strengthen its brand identity in Hong Kong capitalizing on its 40-year industrial experience in mail order business. Hong Kong Nissen Limited was established to support local sales services to Hong Kong and Macau.



The business scope of Hong Kong Nissen Limited includes sales formulation, sales and operational support to Hong Kong and Macau.

About AsiaPay

Founded in 2000, AsiaPay, a premier electronic payment solution and technology vendor and payment service provider, strives to bring advanced, secure, integrated and cost-effective electronic payment processing solutions and services to banks, corporate and eBusinesses in the worldwide market, covering international credit card, debit card and other prepaid card payments. AsiaPay is an accredited payment processor and payment gateway solution vendor for banks, certified IPSP for merchants, certified international 3D-Secure vendor for Visa, MasterCard, American Express and JCB. AsiaPay offers its variety of award-winning payment solutions that are multi-currency, multi-lingual, multi-card and multi-channel, together with its advanced fraud detection and management solutions. Headquartered in Hong Kong, AsiaPay offers its professional ePayment solution consultancy and quality local service support across its other 9 offices in Asia including: Thailand, Philippines, Singapore, Malaysia, Mainland China, Vietnam and India. For more information, please visit www.asiapay.com and www.paydollar.com.

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