

Press Release  
27<sup>th</sup> August 2015

## **HONG KONG AIRLINES JOINS FORCES WITH ASIAPAY AND FEXCO MERCHANT SERVICES TO LAUNCH MCP PAYMENT SOLUTION**

Hong Kong 27th August 2015 - AsiaPay, the premier ePayment service and technology player in Asia and Hong Kong Airlines, the internationally-acclaimed Skytrax 4-star airline, have today announced a collaboration with FEXCO, the leading independent global provider of Dynamic Currency Conversion (DCC) and Multi-Currency Pricing (MCP) technologies which will see FEXCO's world class MCP solution offered to passengers of Hong Kong Airlines.

As a premier electronic payment solution and technology vendor and payment service provider, AsiaPay, strives to bring advanced, secure, integrated and cost-effective electronic payment processing solutions and services to banks, corporate and eBusinesses in the worldwide market. The solution developed by AsiaPay and FEXCO aims to assist merchants with customer retention, brand awareness and in attracting international customers.

The partnership will see FEXCO's Currency Risk Management MCP solution fully integrated into the Hong Kong Airlines core operating system and website offering multiple benefits to both the airline and the passenger including a more customised and transparent shopping experience. Through FEXCO's MCP platform, the airline can offer their fares and ancillary products in multiple currencies. The passenger selects their preferred currency in which to browse the website and ultimately make payment in providing them with clarity on the price in a currency they are familiar with.

"We are proud to implement this new real-time currency conversion service to Hong Kong Airlines together with FEXCO. Being leading ePayment service player in Asia, we understand and strive to address the ever-changing consumer needs for more user-friendly, safe and convenient way to pay for online travel services." said Mr. Joseph Chan, CEO of AsiaPay.

Mr. Denis Cleary, Managing Director of FEXCO DCC, comments: "The integration of FEXCO's MCP technology into the Hong Kong Airline's system brings significant benefits to both the airline and to the passenger. The solution delivers a more customised shopping experience for the passenger, simultaneously creating a risk free opportunity to generate increased revenue for the airline. We are delighted to announce this partnership and greatly look forward to working together."

Mr. Li Dianchun, Commercial Director of Hong Kong Airlines, comments, "This is a welcome advancement both for our passenger base and indeed for the airline itself. Our goal is to continue to

innovate so we can better serve our passengers, this partnership delivers them a tailored and transparent payment solution allowing them to better determine value on their purchase, in a currency they're familiar with - ultimately saving them valuable time.”

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For more information contact:

AsiaPay Limited

Mr. Alvin Chan

Senior Sales and Marketing Manager

Tel: +852-2538-8278

E-mail: [alvin.chan@asiapay.com](mailto:alvin.chan@asiapay.com)

FEXCO

Ms. Maria McGrath, Group PR Manager

FEXCO, 14 Ely Place, Dublin 2

Tel: +353 861653055

Email: [mmcgrath@fexco.com](mailto:mmcgrath@fexco.com)

Hong Kong Airlines

Corporate Communications Department

Tel: +852 3151 4667 / +852 6461 4382

Email: [corpcomm@hkairlines.com](mailto:corpcomm@hkairlines.com)



### **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. AsiaPay is an accredited payment processor and payment gateway solution vendor for banks, certified IPSP for merchants, certified international 3-D 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 12 offices in Asia including: Thailand, Philippines, Singapore, Malaysia, Mainland China, Taiwan, Vietnam, India and Indonesia. For more information, please visit [www.asiapay.com](http://www.asiapay.com) and [www.paydollar.com](http://www.paydollar.com).

### **About FEXCO**

FEXCO is Ireland's most successful multinational financial and business solutions provider, with operations in 33 countries worldwide. Founded and headquartered in Ireland in 1981, FEXCO employs more than 2,000 people across Europe, the Middle East, Asia-Pacific, North America and Latin America. FEXCO serves some of the world's biggest brands across multiple industries through a wide range of innovative products and services, including Dynamic Currency Conversion (DCC), Multi Currency Pricing (MCP), Mobile Payments, Commercial and Retail FX, Managed Business Solutions and Tax Free Shopping. For 34 years FEXCO has been driven by an entrepreneurial and innovative spirit. This ethos has brought the company to new regions and industries of growth, connecting customers with exciting new opportunities. Through its commitment to partnership and innovation, the company has built an international network of customers.

For more information, please visit [www.fexco.com](http://www.fexco.com).

### **About Hong Kong Airlines**

Hong Kong Airlines is a full-service airline incorporated and registered in Hong Kong in 2006. Ever since then Hong Kong Airlines has grown to become an internationally-acclaimed carrier with its principal place of business in Hong Kong. Recognizing the warmth of its service and the quality of its onboard offering, Hong Kong Airlines has been awarded the highly-esteemed 4-star rating from Skytrax since 2011. Hong Kong Airlines' network currently covers almost 30 cities regionally, includes Beijing, Shanghai, Sanya, Taipei, Sapporo, Bangkok, Bali and Okinawa. The current operating fleet has 25 aircraft with an average age of around 3.3 years, which includes three Airbus A330-300s, nine Airbus



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A330-200s, eight A320s of passenger flights and five Airbus A330-200Fs of cargo flights. Adhering to the concept of “Fresh and Very Hong Kong”, Hong Kong Airlines is committed to “Bringing Greater Journeys Sky High”, and is dedicated to providing an extraordinary flight experience to the passengers. For more information, please visit: [www.hkairlines.com](http://www.hkairlines.com).