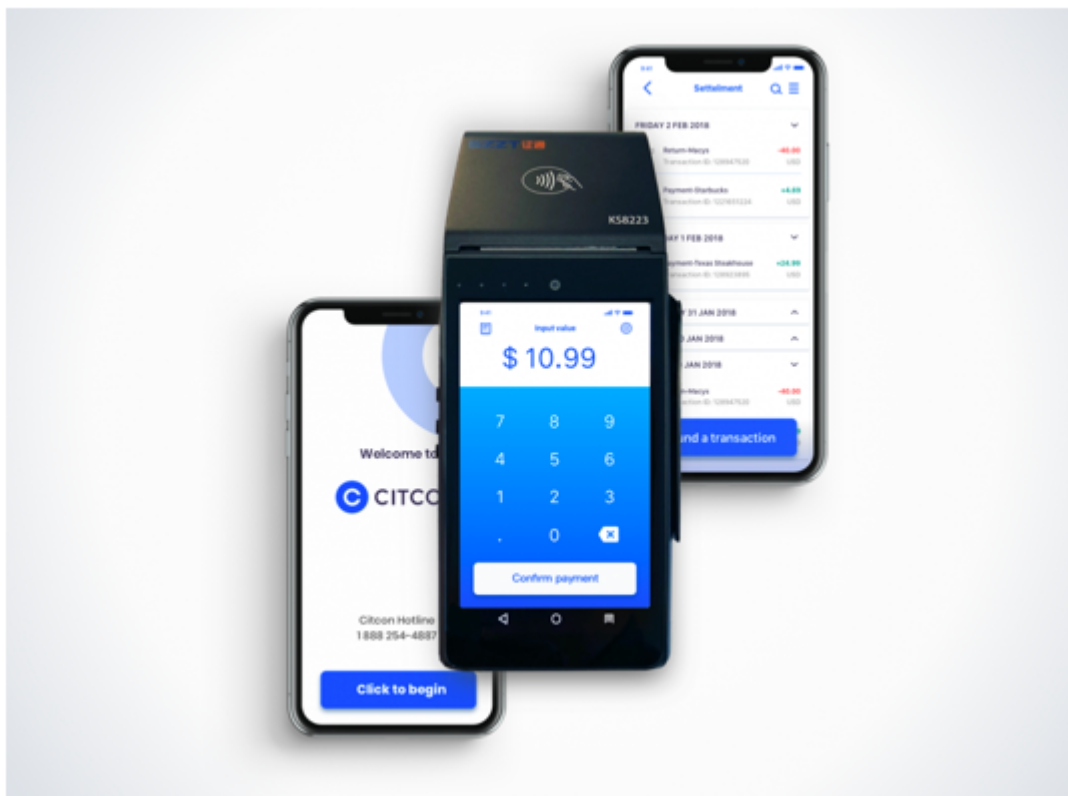


# Mobile payment firm Citcon targets Chinese travelers in Europe



Citcon aims to offer European merchants a comprehensive cross-border commerce solution

Citcon, the leading cross-border mobile payment and commerce solution provider, has announced its European expansion.

The company aims to offer European merchants a comprehensive cross-border commerce solution that “promotes the smart lifestyle that Chinese travelers prefer”, Citcon said.

European merchants can now take advantage of additional revenue streams from Chinese travelers, one of the highest-spending and fastest-growing traveler segments in Europe.

Citcon is the market leader in QR-based cross-border mobile payment and marketing solutions, connecting global merchants with billions of Chinese consumers across the retail, hospitality, and e-commerce segments. It integrates all forms of payments, featuring Alipay, WeChat Pay, and China UnionPay, the dominant payment methods for over 1 billion Chinese consumers.

Citcon also announced that Jean Kany will expand his role of Vice President and General Manager, Retail North America to Vice President and Head of Global Enterprise Retail.

Kany will lead Citcon’s business development, strategic planning and revenue growth to penetrate the retail space for both offline and online mobile payments.

In addition, Citcon appointed Nigel Stone as the Head of UK Operations. With over 25 years of experience in the travel and entertainment sectors, electronic payments, and co-branding, Stone will lead the company into its next phase of growth in the UK.

“Chinese tourism is booming in Europe and we are proud to promote a smart lifestyle by providing travelers access to the digital wallets they prefer,” said Chuck Huang, Citcon founder and CEO. “This has presented an opportunity for European merchants to offer the lifestyle that travelers demand, especially luxury brands, looking to capitalize on the opportunities presented by the influx of tourists. With Jean’s extensive industry knowledge of the payments industry and cross-border commerce, we are confident that he will continue to play a key role in driving Citcon’s success in the EU. We also welcome Nigel to our leadership team and look forward to his contributions in the UK.”

Citcon’s European expansion builds on what has been a momentous year for the company. Over the past six months, Citcon has experienced exponential growth forming strategic partnerships with merchants including Duty Free Americas (DFA), the largest duty free operator in the Americas.

“DFA is always looking for ways to better serve our customers by, among other things, staying on the forefront of technology,” said Milton Chiz, DFA’s Chief Information Officer. “We are excited about partnering with Citcon to bring Alipay and WeChat Pay as additional payment solutions for the benefit of our customers. We have seen the tremendous growth factor made possible by such payment solutions, and our partnership with Citcon has made the process seamless and efficient.”

Citcon’s transaction volume and merchant base has grown 10 times and is expected to reach 50,000 merchant partnerships by the end of 2019 across all major metropolitan cities in the US, Canada, and Europe.

Last year, Citcon received the Excellent Service Award 2018 from WeChat Pay at the WeChat Pay Overseas Partner Conference 2019.

Citcon’s vision is to transform the multi-trillion-dollar digital payment system into an omnichannel mobile payment and commerce system on a global scale.