



## Multi-Currency Pricing



Merchant easy select what currency they want to process a transaction in.

The ability to sell online allows your merchants to not just sell within the United States but also to major countries worldwide. In order to support and better process international credit card transactions USA ePay is pleased to support Multi-Currency Pricing. Now your merchants can sell in their customer's currency and get paid in their own.

Planet Payment's® Multi-Currency Pricing (MCP) lets you price goods and services in the currency your shoppers are most comfortable with – their own. Cardholders around the world can view prices and pay in their home currency using their MasterCard® and Visa® cards. For example your customers from Britain can shop in Pounds Sterling, those from Japan in Yen AND you still get paid in US Dollars.

## Value to Merchants

MCP is an important tool that helps expand your business internationally

- Effectively target and complete international sales
- Build a truly global business
- Differentiate your offer
- Compete more effectively in international markets by appearing local
- Increase customer satisfaction and reduce website abandonment
- Reduce customer service inquiries and chargebacks
- Enhance customer loyalty and increase repeat sales

## Simple to Implement

Planet Payment's MCP is a simple and straightforward way to sell more.

It does not require any overseas banking relationships, or the associated foreign account or ACH fees. And you receive US Dollar settlement for international transactions directly from your US acquirer. Planet Payment's MCP service is available in all major currencies, through a network of leading US merchant banks and payment gateways.

If you specialize in card-not-present solutions, such as eCommerce and Mail Order/Telephone Order, sales don't come only from around the corner – they come from all over the world. Imagine opening up a store in Paris and pricing everything in US Dollars... how many customers would come and purchase? MCP lets you tailor your offer to where your customers are. It is an important tool that can help you expand your business internationally, yet is simple to implement.

## Turn International Shoppers Into Customers

MCP provides clarity and certainty at the point of sale, making shopping easier for your international customers.

- Customers make confident, informed buying decisions with a better appreciation of the value of their purchase.
- And they feel more comfortable paying in a currency that is meaningful to them.
- With MCP there are no surprises – the amount your customers pay is the amount they see on their credit card statement.

For more information please visit the USA ePay website at [www.usaepay.com](http://www.usaepay.com) .