

Booth No. 7A62-32

**WEHUB Inc.**



<b>Year Established</b>	2021		<b>Type of Business</b>	Mobile payment application
<b>Website</b>	https://www.payplug.co.kr/		<b>Main Export Countries</b>	Thailand, Cambodia (In discussion)
<b>SNS</b>				
<b>Main Customer</b>	Domestic Customers		International Customers	
	COMPOSE COFFEE, Domestic franchisees		Local merchants	
<b>The Person In Charge</b>	<b>Name</b>	<b>Department</b>	<b>Position</b>	
	Myeongsu Kang	Business Planning Team	Manager	
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**Company Description**

Our team has developed a unified payment solution called "PAYPLUG" with the slogan "Plug in every Payment in the World." This application is capable of accepting both NFC payments and QR code payments, encompassing the entirety of payment methods around the globe.

**Product**

**PAYPLUG**

**Function and Usage :** "PAYPLUG" is a certified payment application with EMV, capable of accepting not only VISA/MASTER card payments and NFC payments like Apple Pay and Samsung Pay but also country-specific QR code payments from Southeast Asian countries, including China.

Store owners can accept payments from both locals and international tourists without the need to purchase separate payment terminals, simply by downloading the 'PAYPLUG' application.

**Marketing and Selling Points :** To accept NFC payments like Apple Pay and VISA/ MASTER card transactions, one needs to possess an expensive payment terminal certified with EMV. However, Southeast Asia lacks the infrastructure for such payment terminals.

In Europe, NFC-based payments are prevalent, but there's limited infrastructure to accommodate QR simple payments from Asian tourists.

However, downloading the mobile payment application 'PAYPLUG' onto your phone enables acceptance of both NFC-based payments and various QR-based simple payments, providing a competitive edge.

Through this application, we aim to distribute it to store owner that cannot afford expensive payment terminals or lack QR payment infrastructure.

