China Unicom

Delivering mobile couponing and loyalty services to the Chinese market

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About the GSMA
The GSMA represents the interests of mobile operators worldwide, uniting nearly 800 operators with more than 250 companies in the broader mobile ecosystem, including handset and device makers, software companies, equipment providers and Internet companies, as well as organisations in adjacent industry sectors. The GSMA also produces industry-leading events such as Mobile World Congress, Mobile World Congress Shanghai and the Mobile 360 Series conferences.

GSMA’s Digital Commerce Programme
As the number of commercial mobile commerce services around the world rises, the GSMA continues to promote the use of common standards to enable the global interoperability of services and generate economies of scale. Working with mobile operators, regulators, banks, card schemes, retailers, transport operators and other service providers across the globe, the GSMA’s Digital Commerce programme is active in driving the mass adoption of SIM-secured digital commerce services globally.

Contact Digital Commerce
www.gsma.com/digitalcommerce
digitalcommerce@gsma.com
#digitalcommerce

For more information, please visit the GSMA corporate website at www.gsma.com
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The rise in the popularity of the internet as an alternative shopping channel is transforming retail in China. There is a shift in purchasing preferences from offline to online\(^1\) and a growing demand by consumers to shop on their mobile devices\(^2\). These changes are prompting retailers to look for new ways to engage and communicate with their customers. In addition, the dominance of Consumer to Consumer (C2C) online marketplaces\(^3\) presents a new type of challenge to “traditional” retailing. Opportunities exist for merchants to tackle these challenges, such as increasing the attractiveness of bricks-and-mortar shops and enhancing the shopper journey in physical stores. Mobile technology can act as an enabler for these efforts and this case study sets out to demonstrate how a Chinese mobile operator, China Unicom, helped merchants build and launch their own mobile couponing and loyalty solutions in the Chinese market.

1 Introduction

China Unicom is the third largest mobile operator in the world, worth more than CNY 54.7 billion in 2014 and employing 228,613 employees worldwide. Listed in Shanghai, New York and Hong Kong, China Unicom has a total customer base of 451 million customers worldwide in 2015. China Unicom also partners with Telefonica to provide global mobile telecommunication services to multinational companies.

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1 A PwC survey reveals that 14% of Chinese online shoppers buy products on the Internet every day, compared with the overall level of 5% of the surveyed countries. The percentage of weekly online shoppers in China is 62%, almost three times as high as the overall level of 21%. Source: http://observerintelligence.com/14-of-chinese-digital-consumers-shop-online-everyday/

2 iResearch, a market research firm focused on China’s internet industry, estimates that over half of China’s online shopping transactions will be on mobile by 2016. Source: http://www.chinainternetwatch.com/8129/china-mobile-shopping-market-exceeded-27b-in-q2-2014-26-8-of-total-online-shopping-transactions/

2 Opportunity

Retailers in China are finding it difficult to develop and maintain mobile applications and are facing challenges when providing mobile services to their customers, especially in mobile couponing and loyalty. They lack the in-house expertise in mobile technology that is required to build their own solutions. Nevertheless, merchants are keen to engage with customers via digital channels as they realise the increasing need to prevent stores from being used as mere showrooms. As one commentator pointed out, the adoption of in-store technology that uses customer data to design a customised and enriched shopping experience can help keep customers in the store. Mobile coupons, pre-paid cards, and membership cards, etc. are good examples of such solutions.

Major couponing service providers (CSPs), such as Taobao, Dianping, and Meituan, are working closely with retailers to provide mobile couponing and loyalty services to the general public. Coupon service providers developed their own mobile interface with their customers, such as a mobile wallet, which allows them to download digitised coupons and loyalty cards to their phones. Recent data from Tuan800, an independent Chinese group buying aggregator, indicates that CSPs’ efforts are proving highly successful. Group buying sales volume for online transactions, including cash coupons and discount coupons, shows a half-yearly growth rate of 44.7% between 2011 and 2014. The value of group buying sales is expected to reach CNY 160 billion in 2015.

Against this backdrop, Chinese mobile operators wishing to provide couponing and loyalty services to their subscribers can either work with mobile coupon service providers or approach retailers directly. China Unicom has found that there is an opportunity to work with merchants directly – their value proposition being that the operator can:

- Help retailers overcome the challenges of dealing with mobile technology.
- Ensure full access to consumer data generated through mobile commerce services.
- What China Unicom offers to its partners is the technical capabilities and the supporting infrastructure required to develop mobile couponing and loyalty applications and deploy them onto handsets.

China Unicom has also identified an opportunity to provide additional services to merchants bringing obvious benefits to them:

- Obtain new customers – Merchants’ applications are integrated into China Unicom’s mobile wallet, the “Wo” wallet, which comes pre-installed on handsets sold by China Unicom. The Wo wallet allows for coupons to be pushed onto users’ mobile phones, meaning that all new handsets become channels for retailers to promote their services and obtain new customers.
- Promotion in China Unicom branches – China Unicom stores help to promote coupon and loyalty services.
- Promotion campaign in schools – Partner companies can join China Unicom’s school promotion campaign to advertise their services.
- Targeted promotion – China Unicom analyses users’ behaviour, mobile data and user demographics, etc. to provide insight that allows targeted promotion.

The next few sections of the document describe the specifics of the collaboration between China Unicom and its business partners from engagement with partners through technical integration to service promotion.

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*Used as a cash coupon.
*Used for collecting and redeeming reward points.
*Group buying is when products and services are sold at reduced prices on the condition that a minimum number of buyers would purchase the item on sale.
*Source: [http://zixun.tuan800.com/a/tuangoushujubaogao/list_13_1.html](http://zixun.tuan800.com/a/tuangoushujubaogao/list_13_1.html)
*China Unicom’s school campaign is promoting the use of the NFC SIM (UICC) as an alternative for storing students’ ID card, with the option to pre-load and top-up money into a mobile wallet integrated on the SIM.
3 Partnership Strategy

Before reaching out to potential partners, China Unicom formulated a partnership engagement strategy, identifying:

- First their business objectives:
  - To develop mobile services and become a leader in mobile services in that industry.
  - To deploy both NFC+ payment and coupon distribution and redemption services. To gradually expand to other vertical industries.
  - To gradually expand to other vertical industries.
  - Then the type of businesses they wish to engage with:
    - Merchants who have a strong brand identity, large resources and a significant market share.
    - Retail chains who already have a contactless Point of Sale (PoS) infrastructure in place or are able to invest in the upgrade of their PoS terminals.
    - Partners representing industries with a large customer base that can be converted into a large number of subscribers and subsequent revenue to the mobile operator.
    - Small and medium enterprises (SMEs) such as retail service and wallet providers with great local influence and connections to local businesses.

Since starting and growing a new business requires significant efforts and resources, China Unicom adopted an "early bird free" principle, meaning that a limited number of partners can enjoy services free of charge on a "first come, first served" basis. This helps stimulate the market and generate customer demand for new services in a cost-effective way, with a smaller strain on resources. China Unicom also has plans to regularly review its engagement strategy and explore additional business models and ideas for cooperation with business partners from different verticals.

China Unicom’s school campaign promoting the use of the NFC SIM (UICC) as an alternative for storing students’ ID cards is also an innovative idea. Students can top up money into a mobile wallet and use it online. This demonstrates the potential of integrating mobile services with local businesses.
4 Partnership Engagement

China Unicom developed a partnership engagement process that allows potential business partners with differing levels of technical capability to connect to China Unicom’s couponing and loyalty platform smoothly.

China Unicom encourages partners to perform the application and registration process via a dedicated web portal. China Unicom also has plans to launch an app store on the same platform, which will allow end users to buy and download applications.

4.1 Service Integration
China Unicom provides different levels of service integration support to its business partners, depending on partner capabilities and needs. Couponing and loyalty business partners are offered the highest level of support, with China Unicom doing most of the service integration work, including:

- Card content management
- Applet loading and provisioning into the SIM card
- Application instantiation
- Personalisation of the service for the business partner within the China Unicom wallet
- Integration with the merchant app (if used as the customer interface)

Partner companies only need to maintain their own server if they have one, and connect to China Unicom’s gateway (see section 5.1).

4.2 Other Responsibilities
Beyond service integration, other responsibilities are shared between China Unicom and its business partners in the following way:

<table>
<thead>
<tr>
<th>Actor</th>
<th>Responsibilities</th>
</tr>
</thead>
</table>
| China Unicom            | • Application development  
                          | • Coordinating with partners to exchange information on business models and technical requirements  
                          | • Define the business model and technology programmes  
                          | • System integration, system adjustments, testing and provisioning  
                          | • Business process or product improvements and enhancements  
                          | • Publicity, promotions |
| Business Partner        | • Modify interface connection, upgrade PoS infrastructure when required  
                          | • Ensure support of contactless payments for NFC phones  
                          | • Customer service on usage and application-specific issues  

5 Technical Integration

This section provides further details on ownership and roles, with a focus on the technical aspect of the integration between China Unicom and its partners.

5.1 Technical Architecture

China Unicom aligned the technical architecture of their retail solution with NFC15 Mobile Commerce NFC Coupons and Loyalty Acceptance - Technical Proposal, the GSMA’s proposed, common approach to the architecture model and component interfaces of solutions that enable couponing and loyalty transactions using mobile handsets.

As shown in Figure 1, the Wo wallet applet is installed on the SIM card (UICC) and works with service provider applications, which are installed on the handset. To protect the security of communication between the SIM applet and the handset applications, an access control library (Mobile Access Control [MAC]) is employed by the SIM card, which ensures that any data stored in the applet can only be accessed by apps that have the authorization to do so.

The wallet applet is managed by China Unicom’s Trusted Service Manager (TSM) and the wallet application is managed by a dedicated wallet server. Service providers connect to China Unicom’s system through a gateway. China Unicom is already connected to China UnionPay, a number of banks and Beijing’s public transport body.

Within this framework, China Unicom provides the technical capabilities to retailers, who are only required to manage the pre-paid, couponing and membership accounts of their customers and conduct any user authentication and payment clearing involved. This is fully in line with validation and clearing processes for paper coupons and pre-paid/membership cards.

The table above shows a detailed breakdown of roles and responsibilities. The resulting workflow is very similar to the existing workflow of paper-based couponing services. The main difference is that the coupon is stored on the phone and is redeemed through a tap of the phone on the NFC reader for verification and authentication.

Table 1: Roles and responsibilities within technical framework

<table>
<thead>
<tr>
<th>Actor</th>
<th>Roles and Responsibilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>China Unicom</td>
<td>• Issue digitised cards for download by users&lt;br&gt;• Provide the card-issuing channel for the merchant&lt;br&gt;• Provide NFC UICCs as the secure element&lt;br&gt;• Store pre-paid and membership cards in the UICC as virtual cards&lt;br&gt;• Write membership card ID into the UICC&lt;br&gt;• Serve customers purchasing or topping up pre-paid cards via WoPay mobile checkout counters in China Unicom branches</td>
</tr>
<tr>
<td>Merchant</td>
<td>• Deploy contactless readers using NFC (13.56 MHz) technology&lt;br&gt;• Ensure compatibility / integration with existing PoS infrastructure&lt;br&gt;• Provide support for transacting or authenticating through the tapping of mobile phones on the NFC reader&lt;br&gt;• Manage pre-paid or membership card accounts and authenticate members</td>
</tr>
<tr>
<td>User</td>
<td>• Register the mobile wallet&lt;br&gt;• Download digitised coupons and membership cards over the air (OTA)&lt;br&gt;• Use the mobile wallet client for card management&lt;br&gt;• Check balance, top up card, etc.&lt;br&gt;• View membership / merchant special offers</td>
</tr>
</tbody>
</table>

Figure 1: Technical architecture of China Unicom’s retail solution
Payment clearing and coupon burning follows the same process in the backend system as for paper coupons. This is also in line with the coupon redemption data flow described in the GSMA’s NFC15 Mobile Commerce NFC Coupons and Loyalty.

5.2 Application Integration
On the level of applications, business partners are responsible for providing the following information to China Unicom:
- Image of the card/ticket
- Description of the card/ticket
- Instructions on usage
- Businesses that accept the card (including company name, phone number, address)
- PoS models that accept the card
- Information to be used when promoting the service

The specifics of integration vary by the type of application being integrated with China Unicom’s system. China Unicom makes a distinction between pre-paid card, membership card and coupon applications, and mobile event tickets. The remainder of this section describes how application integration works for:

- Pre-paid card, membership card, coupon applications
- Mobile event tickets

5.2.1 Pre-paid Cards, Membership Cards, Coupons
China Unicom flexibly adapts to business partners’ technical capabilities and needs, and allows them to choose different ways to access and work with China Unicom’s system. The two options available are:
- Zero connection
- Direct connection

5.2.1.2 Direct Connection
This “direct connection” model, partners connect to China Unicom’s system and have the following dedicated ports for performing specific operations:
- Managed ports:
  - Add card
  - Delete card
- Optional ports:
  - Card enquiries: check balance of top-up value or loyalty points
  - Check card usage
  - Top up through:
    - PC using remote payment account registered with China Unicom
    - Mobile phone using bank account registered with China Unicom
    - Security port: direct access to card by partner company’s application

5.2.2 Event Tickets
For mobile event tickets there are two modes of cooperation, depending on the requirements and technical capabilities of the partner company:
- Simple display
- Hyperlink

5.2.2.1 Simple Display
In “simple display” mode, China Unicom displays a picture of the ticket and any other information provided by the partner company, such as a description of the ticket, customer service contact number, etc. In addition, the partner company can also provide content to populate a ticket pull-down menu if desired.

5.2.2.2 Hyperlink
In “hyperlink” mode, China Unicom displays a picture and description of the ticket in the Wo wallet, and the partner company can provide a HTML5 page link to be displayed in the wallet. As an example, on clicking the link, the user is taken to the website of the service provider for more information on the ticket. It is up to the service provider to specify where the link will point to.

Note: Points 2, 3 and 4 can be combined into a single step

Figure 2: Generic workflow for digitised coupons, pre-paid and membership cards

Acceptance - Technical Proposal
The following figure, taken from the same document, illustrates the coupon redemption workflow but can be viewed as a generic workflow for digitised coupons, pre-paid cards and membership cards as per China Unicom’s solution.
The marketing strategy for promoting mobile couponing and loyalty services is defined by China Unicom and heavily relies on the Wo wallet, which integrates the coupons, membership cards, pre-paid cards and mobile event tickets. China Unicom initially targeted 18-35 year-olds, with the primary target group being young professionals and campus users.

Promotion campaigns had three main stages, and the goal was to gradually increase the customer base by making users:
- Become aware of or know about the service.
- Use the service.
- Love the service.

In the “know about the service” stage, soft promotion such as discount offers, promotion by counter staff in China Unicom branches and service demonstrations and recommendations were used, together with advertisements and other means of publicity to allow users to “get to know the service”. In the next phase, China Unicom launched targeted promotions to incentivize potential users to “use the service”.

In parallel, China Unicom also made efforts to constantly optimise the product, expand the range of ticket and coupon types, enrich the application content and extend usage scenarios and places of acceptance, so users reach the “love the service” stage.

China Unicom uses its own NFC logo as the promotional logo for the service, hoping to stimulate users to use mobile couponing and loyalty services and remind them that with just one touch of their phones on the NFC tag, they are able to instantly get coupons to enjoy discounts or use their membership cards to collect and redeem reward points.
7 Use Cases

This section introduces some of the use cases that China Unicom has implemented in cooperation with its partners.

7.1 Membership Cards

7.1.1 Gaohuitong Loyalty Scheme Card
The Gaohuitong card is a popular pre-paid and membership card in China. China Unicom subscribers apply for the membership card and then on successful application, download the card into the Wo wallet on their phone. Once downloaded, customers can use the card for shopping and collecting reward points. The Gaohuitong card can also be used as a pre-paid card for making NFC payments.

7.1.2 Car Wash Card
China Unicom subscribers apply for the Rainbow Car Wash card online using their phone. Once their application is accepted, the card is downloaded into the Wo wallet. Users can either use the Rainbow pre-paid card for payment or purchase digitised Rainbow Car Wash coupons/vouchers to redeem in the car wash.

7.2 Coupons

7.2.1 Movie Tickets
China Unicom launched a movie ticket coupon campaign in Beijing, in February 2015 to incentivise users to download and use the Wo wallet, and also to educate users on how to use the wallet. During the campaign, 100 China Unicom branches displayed a promotional poster, informing visitors about the opportunity to get a free movie ticket. Every user who registered with the Wo wallet immediately received a movie ticket coupon, which could be redeemed for a ticket to a popular movie, Zhong Kui, during the Chinese New Year. The campaign was run on a “first come first served basis” with only 1,000 free tickets available.

7.2.2 Concert Tickets
In March 2015, China Unicom launched another promotional campaign, this time in cooperation with Damai.cn, an event ticket sales website. Each day during the campaign, free concert tickets or coupons redeemable for a concert ticket were given away via the Wo wallet. Users could enter the draw to win tickets or coupons via the Wo wallet. This campaign also took place in Beijing, after the high school spring break, with the participation of more than 10 high schools and attracted a lot of attention from teachers and students in Beijing.

7.2.3 Card Rental
In April-May 2015, China Unicom aligned with car rental company AA, to give away USD 88 coupons to China Unicom Wo wallet users. All Wo wallet users could download the coupon, add it to their AA car rental account and use it as a cash coupon to pay for car rentals.
8 Benefits

Mobile couponing and loyalty services provide benefits to all stakeholders in the retail ecosystem - this section attempts to highlight where value is created for each actor.

8.1 Benefits to Consumers
According to the results of a PricewaterhouseCoopers retail survey, Chinese consumers are especially receptive to mobile retail solutions: 79% of respondents are happy to receive offers or coupons via their mobile phone, compared with just 33% of global respondents. They are also more willing to store payment and delivery information in an app on their mobile – 63% as compared to the global rate of 33%. The same survey results also show that 55% of Chinese consumers want to have their phone become the main tool for shopping17.

The solution created by China Unicom aims at satisfying this new appetite with a convenient multi-service wallet, as well as increasing consumers’ confidence in using their mobile phones for shopping as it stores all data securely and data is only shared with the merchants.

8.2 Benefits to Retailers
Putting consumers’ coupons and membership cards on their phones transforms mobile devices into an ever-present promotional channel for retailers, enabling them to provide instant incentives to their customers to take advantage of discounts and offers.

China Unicom provides their partners with an online application and registration platform that is dedicated solely to this purpose, making it easy for partners to take the first steps. Once a partnership agreement has been set up between the mobile operator and the merchant, China Unicom makes it quick and easy for the merchant to integrate with the operator’s system. There is little technical work that the retailer needs to do to launch the service as China Unicom’s system provides most of the supporting infrastructure and technical capabilities. This also shortens time to market. China Unicom provides the service free of charge, so with minimal development work required from merchants, there is no initial capital expenditure and no additional ongoing operational costs for partners.

Consumers use digitised coupons and membership cards in nearly the same way as physical ones, the only difference being that - rather than presenting a paper coupon at the cashier desk - shoppers tap their phones on NFC readers. This means that little support is needed from store staff, which minimises staff training and customer education requirements, and it also contributes to shorter transaction time at checkout.

From a security aspect, a SIM-based solution provides a highly reliable means of authentication, as well as robust protection of sensitive consumer data.

Merchants keep their direct relationship with their consumers and have exclusive access to rich customer data, enabling them to improve their services based on a refined view of customer profiles and customer behaviour.

By providing innovative services utilising the latest mobile technology, merchants are able to convey an enhanced brand message and corporate image.

8.3 Benefits to Mobile Operators
Successful solutions utilising NFC technology can contribute to accelerating the adoption and launch of NFC services in the market.

Cooperation with merchants provides mobile operators with the opportunity to gain insight into a broad set of retail use cases, which in turn enables them to better assess how they can use their assets as enablers for the retail industry.

The increasing number of on-boarded service providers will allow opportunities for a mobile operator to monetise the service.

The adoption of a mobile operator wallet by subscribers can contribute to a stronger relationship between subscribers and the operator, which in turn can reduce churn rate.


9 Lessons Learned

This section looks at the lessons learned by China Unicom, with a view to providing practical insight that can be applied in other future projects taken on by merchants, mobile operators or third-party service providers.

9.1 Complexity of Implementation
A major learning is that NFC mobile couponing and loyalty services are much simpler to implement than mobile payment and transport services. In China Unicom’s experience, mobile couponing and loyalty services have the following main characteristics:

- They require a less complex platform, applications and interfaces.
- The business logic is relatively simple.
- Less investment, less resources and fewer partner companies are involved.
- There are no or fewer requirements to modify the existing mobile wallet interface.
- Time to market is much shorter.

This is why in China Unicom’s implementation, couponing and loyalty services and event tickets are integrated into the so-called “simple app” part of their mobile wallet. Whilst more resource-heavy services, such as banking and transport applications, are separate components of the Wo wallet and are a result of different partnership and business arrangements.

9.2 Marketing Strategy
A promotional effort is a must to raise customers’ awareness about the service, as well as to educate them about how to use the wallet and the mobile NFC couponing and loyalty services available via the wallet. In China Unicom and its partners’ experience, subscribers also need to be incentivised with some reward to download mobile membership card applications on their phones and then use them in merchant stores. For example, in the case of the Gaohuitong card, users who downloaded the application entered a lucky draw and were given the opportunity to win a one-million CNY cash reward. Another example is the Rainbow Car Wash card: if downloaded to the Wo wallet, it could be used to claim a 50% discount on the car wash. Note that the more targeted a promotional campaign is, the better the chances of prompting an action on the users’ part.

9.3 Partnership Strategy
China Unicom has found that it is best to approach partners who already have contactless readers installed in their stores. For those who do not, the required investment can be a show stopper, in which case a middle-ground solution can be to work out special commercial deals in which mobile operators subsidise the purchase of NFC-capable readers.

Another important finding is that due to the presence of large couponing and membership card service providers in the Chinese market, it is hard for operators to form partnerships with individual retailers directly. It is more cost effective for operators to align with the couponing and membership card service providers to launch services.

On the other hand, operators encourage retailers to enter into partnerships with them in a number of ways:

- Implementing a simple and straightforward process for retailer onboarding such as China Unicom’s application and registration web portal.
- Assuming responsibility for a greater part of the supporting infrastructure and integration work.
- Offering a flexible technical integration process that caters to the different technical skill levels of partners.

9.4 Conversion from Paper to Digitised
The way digitised coupons and membership cards are used needs to closely resemble the “traditional” journey that those customers take who use the physical equivalents. It helps to increase the chances of widespread user adoption, and it also releases the pressure on merchants to invest into customer education.

Replacement of the paper coupon or membership card with its mobile version results in only a minor change in merchants’ business processes: there are only minimal training requirements for the front line staff and minimal modification of backend processes.
10 Next Steps

China Unicom is continuing its development work and their collaboration with merchants and coupon service providers in-market to develop further solutions for the “simple app” functionalities of the Wo wallet – this work includes branching out into new verticals to form partnerships with new industries.

Although China Unicom’s main focus is currently the Chinese market, it has plans to extend the range of possibilities for cooperation and reach out to mobile operators in Japan, Korea, Taiwan and Hong Kong. In fact, China Unicom is already working with operators in Taiwan and Hong Kong on the interoperability of couponing services in the region. The ambition is to enable China Unicom subscribers travelling to Taiwan and Hong Kong to download coupons offered by overseas retailers while still at home, and then redeem the coupons at their travel destinations, in Taiwan and Hong Kong.

As part of their efforts to foster cooperation across mobile operators, China Unicom has been working closely with the GSMA to improve the consistency of the NFC infrastructure and has actively contributed to the Value Added Services technical specifications released earlier by the GSMA’s Digital Commerce Programme. China Unicom is also planning to become a member of the Asia NFC Alliance – an industry initiative of Asian mobile operators and their partners spanning China, Japan, Korea, Taiwan and Hong Kong. The main objective of the alliance is to strengthen cooperation among its members and facilitate the development of interoperable cross-border NFC services, with the initial focus on couponing and loyalty.

Beyond retail solutions, China Unicom has plans to further develop their existing TSM infrastructure to provide high security card content management services, such as those required for digitised credit or debit cards and transportation passes. China Unicom’s TSM follows GlobalPlatform standards and is fully aligned with the People’s Bank of China and Ministry of Industry and Information Technology specifications and security requirements.
## Glossary

<table>
<thead>
<tr>
<th>Term</th>
<th>Description</th>
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<tbody>
<tr>
<td>C2C</td>
<td>Consumer to Consumer</td>
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<tr>
<td>CSP</td>
<td>Couponing Service Provider</td>
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<td>MAC</td>
<td>Mobile Access Control</td>
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<td>MNO</td>
<td>Mobile Operator</td>
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<td>SME</td>
<td>Small and Medium Enterprises</td>
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<td>TSM</td>
<td>Trusted Service Manager</td>
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<tr>
<td>VAS</td>
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**GSMA**

*China Unicom* delivering mobile couponing and loyalty services to the Chinese market
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Source: Hilton Honors

Over 77% of respondents in China believe loyalty programs will encourage them to purchase more.  
Source: Deloitte China Consumer Study, 2014

49.2% of the internet users in China used mobile payments because of promotional coupons and discounts.  
Source: eMarketer, August 2015

35% of respondents who purchased online are open to receiving promotions from e-commerce brands by e-mail, 34% by WeChat and 27% by Weibo.  
Source: RetailinAsia

68% of Chinese users’ stated “getting freebies” is an important factor in mobile advertising.  
Source: PwC Hong Kong, 2014

Use of online and mobile coupons (23% vs. 18% globally) is one of the top 3 most cited forms of in-store digital engagement in use today among Chinese respondents.  
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35% of respondents who purchased online are open to receiving promotions from e-commerce brands by e-mail, 34% by WeChat and 27% by Weibo.  
Source: RetailinAsia

68% of Chinese users’ stated “getting freebies” is an important factor in mobile advertising.  
Source: PwC Hong Kong, 2014

Use of online and mobile coupons (23% vs. 18% globally) is one of the top 3 most cited forms of in-store digital engagement in use today among Chinese respondents.  
Source: RetailinAsia