



Uniquely Yours

# UNLOCK YOUR BUSINESS GROWTH POTENTIAL AND TAP INTO A WORLD OF BENEFITS BY SHOWING THE JCB LOGO

Showing that you accept JCB Card payments can offer several benefits for **YOUR** business.

## Benefit of SHOWING you accept JCB payments

1

### Opening the doors to new customers



JCB is a major global payments brand and a leading credit card issuer and acquirer in Japan, but it also has a significant presence globally. By accepting JCB Card payments, businesses can attract and cater to a broader customer base, including many Asian tourists and individuals who prefer using JCB Cards when travelling abroad.

2

### Tap into the Asian market



JCB has strong market penetration in Asia, particularly in Japan, China, Thailand, Vietnam, South Korea, and Taiwan. Accepting JCB Card payments can help businesses tap into this lucrative market, opening up opportunities to attract and serve Asian customers.

3

### Driving Competitive advantage



Offering JCB card payment options can provide a competitive edge, especially in industries that commonly attract international customers, such as travel, hospitality, luxury retail, and e-commerce. Being able to accommodate diverse payment preferences enhances customer satisfaction and can differentiate a business from its competitors.

4

### Increased sales and revenue



By accepting JCB Cards, businesses can potentially increase sales and revenue. Customers who prefer to use JCB Cards may be more likely to complete a purchase if their preferred payment method is available. Accepting JCB Cards also facilitates seamless transactions for tourists and visitors from countries where JCB is widely used.

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## 5 ENHANCED PAYMENT SECURITY



JCB implements stringent security measures to protect cardmembers' data and prevent fraud. When accepting JCB Card payments, businesses can benefit from the robust security infrastructure associated with the JCB payment network, reducing the risk of fraudulent transactions and enhancing overall payment security.

## 6 STREAMLINED PAYMENT PROCESSING



JCB Card payments can be seamlessly integrated into existing payment systems, allowing businesses to process transactions efficiently. By incorporating JCB Card acceptance into their payment infrastructure, businesses can streamline their operations and provide a convenient payment experience for customers.

## 7 ACCESS TO JCB MARKETING INITIATIVES



JCB engages in marketing campaigns and initiatives to promote its brand and encourage card usage. As a JCB merchant, you may have the opportunity to participate in these marketing efforts, potentially gaining exposure to a wider audience and attracting new customers.

## 8 COMPLIMENTARY SETUP



JCB is known for its security measures and reliable transaction processing. By leveraging their infrastructure, you can benefit from secure payment processing, reducing the risk of fraudulent transactions and offering peace of mind to both your customers and your business.

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9

## BUILD YOUR BRAND WITH US

Accepting JCB Cards can help create a positive brand association for businesses. JCB is a well-established and trusted payment brand, that is over 60 years old. And by being affiliated with us, you can enhance the reputation and credibility of your business, particularly among customers familiar with and loyal to the JCB network (all over the world). JCB is a trusted and valued brand amongst its customers.

It's worth noting that the benefits of accepting JCB Card payments can vary depending on the industry, target market, and geographical location of the business. Therefore, it's important for businesses to assess their specific circumstances and customer preferences to determine the potential advantages of accepting JCB Card payments.

## ABOUT JCB

JCB is a major global payments brand and a leading credit card issuer and acquirer in Japan. JCB launched its card business in Japan in 1961 and began expanding worldwide in 1981. Its acceptance network includes about 43 million merchants around the world. JCB issues cards across various countries and regions internationally with more than 154 million cardmembers.

As part of its international growth strategy, JCB has formed alliances with hundreds of leading banks and financial institutions globally to increase its merchant coverage and cardmember base. As a comprehensive payment solution provider, JCB commits to providing responsive and high-quality service and products to all customers worldwide. For more information, please visit: [www.global.jcb/en/](http://www.global.jcb/en/)

\*Data: as of Mar 2023

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