Global Online Payment Methods: Full Year 2015

Description:
In 2015, credit card continued to lead as the major non-cash payment method used by more than half of global online shoppers to pay for purchases made via the Internet. However, alternative payment methods, such as digital wallets and bank transfers follow closely and even beat credit cards in terms of usage by online shoppers in multiple advanced and emerging markets. Furthermore, cash on delivery was still widely used by online shoppers in many countries of Eastern Europe, the Middle East and Asia last year.

When it comes to the adoption of new online and mobile payment methods, the top two considerations of global consumers are data privacy and security, with value-added services such as ability to monitor spending following in third rank. More than half of consumers surveyed across all global regions revealed that they were worried about their personal information when using mobile payment apps and only a quarter of them were sure that mobile payments were absolutely secure. Even in the most advanced markets, such as the USA, the majority of online shoppers preferred to pay with credit card online, but only one third of them believed that it was the safest way to pay, according to the report.

Another finding highlighted in the report is that competition in global online and mobile payments remains intense. American Express and Visa each launched an express online checkout service to rival PayPal. At the same time, Apple, Google and Samsung are advancing their mobile payment offerings, while Facebook released a peer-to-peer mobile payment service. As global B2C E-Commerce and mobile shopping markets continue to grow, payment providers, banks and merchants are expected to rival each other and enter partnerships to further provide global shoppers with the most secure and convenient payment methods.

Key Questions Answered:
- How do online shoppers worldwide differ with respect to their preferences over online payment methods?
- What are the major trends in the adoption of alternative and mobile payment methods globally?
- What are some regulatory changes occurring in the area of online payments in some of the major B2C E-Commerce markets worldwide?
- Which are the leading payment methods used in B2C E-Commerce various countries worldwide?

Contents:
1. Management Summary
2. Global
   - Online and Mobile Payment Trends and News about Players, H1 2015
   - Online and Mobile Payment Trends and News about Players, H2 2015
   - Breakdown of E-Commerce Sales by Cards and Alternative Payment Methods, by Region, in %, 2014 & 2019f
   - Non-Cash Payment Methods Used in Online Shopping, in % of Online Shoppers, 2015
   - Share of Online Shoppers Paying with Cash on Delivery, in %, by Selected Emerging Markets, 2015
   - Share of Online Shoppers Who Would Drop out of Purchase if the Preferred Method is Displayed on the Website but is not Available at the Checkout, in %, September 2015
   - Share of Consumers Who Are Satisfied with the Payment Methods Used, by POS, Browser and Mobile, in % of Consumers in Selected Developed Countries, June 2015
   - Payment Methods Used in M-Commerce, in % of Surveyed Mobile Phone Users, February 2015
   - Mobile Payment User Penetration, in % of Shoppers, by Selected Regions and the USA, 2014
   - Main Criteria For Adopting Innovative Payment Methods, in % of Consumers in Selected Developed Countries, by Very Important and Rather Important, June 2015
   - Perception of Security of Mobile Payments, by Selected Regions, and by Age Group, in % of Shoppers, 2014
   - Mobile Payment Users Penetration, by Product/Service Category, by UK, France, Germany, Italy, USA, Japan, Australia, Spain, China, in % of Mobile Phone Users, 2014
   - Types of Mobile Payments Used for Purchasing Non-Digital Goods, by UK, France, Germany, Italy, USA, Japan, Australia, Spain, China, in % of Mobile Phone Users, 2014
<table>
<thead>
<tr>
<th>Region</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia-Pacific</td>
<td>Types of Mobile Payments Used for Purchasing Non-Digital Services, by UK, France, Germany, Italy, USA, Japan, Australia, Spain, China, in % of Mobile Phone Users, 2014</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>Share of Online Shoppers Who Would Use Digital Currency, in % of Online Shoppers, by Selected Countries and Territories, 2014</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>3. Regional</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>3.1. Regional</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>- Share of Online Shoppers Paying with Cash on Delivery and Share of Online Shoppers Paying with Credit and Debit Cards for Online Purchases, in %, August 2015</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>- Digital Payment Methods Used, by Emerging and Developed Markets, in % of Consumers, August 2015</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>3.2. China</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>- Online and Mobile Payment Trends and News about Players, H1 2015</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>- Online and Mobile Payment Trends and News about Players, H2 2015</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>- Payment Methods Used in Online Shopping, in % of Online Shoppers, 2014</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>- Third-Party Online Payment GMV, in CNY trillion, and in % Year-on-Year Change, 2012 - 2018f</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>- Breakdown of Third-Party Online Payment GMV, in %, and Total, in CNY trillion, Q2 2014 - Q2 2015</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>- Number of Online Payment Users, in millions and in % Share of Internet Users, December 2012, December 2013, December 2014, June 2015</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>- Breakdown of Third-Party Online Payment GMV, by Providers, in %, 2013 &amp; 2014</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>- Third-Party Mobile Payment GMV, in CNY trillion, and in % Year-on-Year Change, 2012 - 2018f</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>- Breakdown of Third-Party Mobile Payment GMV, in %, and Total, in CNY billion, Q3 2014 - Q3 2015</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>- Number of Mobile Payment Users, in millions and in % Share of Mobile Internet Users, December 2014 &amp; June 2015</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>- Breakdown of Third-Party Mobile Payment Transaction Volume, by Provider, in %, 2014 &amp; Q3 2015</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>3.3. Japan</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>- Payment Methods Used in Online Shopping, in % of Online Shoppers, January 2015</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>- Breakdown of Most Used Online Payment Methods, in % of Online Payment Users, July 2015</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>- Breakdown of Preferred Devices Used for Making Online and Mobile Payments, in % of Online Payment Users, by Age Group and Total, July 2015</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>- Mobile Wallet Penetration, in % of Mobile Phone Owners, and Mobile Wallet Use, in % of Mobile Wallet Owners, August 2015</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>- Value of Electronic Money Transactions, in JPY trillion, 2014 &amp; 2021f</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>3.4. South Korea</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>- Payment Methods Used in Online Shopping, in % of Online Shoppers, October 2015</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>- Activities Carried out via Mobile Instant Messengers, incl. Payment, in % of Mobile Instant Messenger Users, August 2015</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>- Share of Customers Who Have Used Mobile Payment Tools, in %, August 2015</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>3.5. Australia</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>- Selected Payment Methods Used in Financial Transactions, incl. BPAY and Online Banking, in % of Adults, 2008, 2011, 2014</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>- Breakdown of Awareness and Usage of Mobile Payments, in % of Smartphone Users, February 2015</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>- Number of Contactless Cards, in millions, 2010, 2014 &amp; 2019f</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>- Share of Shoppers Preferring to Use Contactless Payments, by Selected Regions, in %, October 2015</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>3.6. India</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>- Payment Methods Used in Online Shopping, in % of Online Shoppers, 2015</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>- Breakdown of Preferred Payment Methods in B2C E-Commerce, in % of Online Shoppers, 2014</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>- Payment Methods Used in Cross-Border Online Shopping, in % of Cross-Border Online Shoppers, November 2015</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>3.7. Indonesia</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>- Online Payment Methods Used in Online Shopping, in % of Online Shoppers, 2014</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>- Breakdown of Preferred Payment Methods in Online Shopping, in % of Online Shoppers, 2014</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>3.8. Thailand</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>- Payment Methods Used in Online Shopping, in % of Online Shoppers, May 2015</td>
</tr>
<tr>
<td>North America</td>
<td>4. Regional</td>
</tr>
<tr>
<td>North America</td>
<td>4.1. Regional</td>
</tr>
<tr>
<td>North America</td>
<td>- Digital Payment Methods Used at Least Weekly, in % of Consumers, 2015 &amp; 2020f</td>
</tr>
<tr>
<td>North America</td>
<td>- Services that Would Encourage the Use of Mobile Payments, in % Consumers Not Using Mobile Payments, July 2015</td>
</tr>
<tr>
<td>North America</td>
<td>- Breakdown of Usage of Peer-to-Peer Mobile Payment Applications, by Frequency, in % of Consumers, July 2015</td>
</tr>
</tbody>
</table>
4.2. USA
- Online and Mobile Payment Trends and News about Players, H1 2015
- Online and Mobile Payment Trends and News about Players, H2 2015
- Payment Methods Used in Online Shopping and Payment Methods Perceived as the Safest Way to Pay in Online Shopping, in % of Online Shoppers, September 2015
- Breakdown of Likelihood of Loading Card Information on a Mobile Device or Mobile Wallet to Make Purchases, by Credit Card and Debit Card, in % of Consumers, September 2015
- Breakdown of Most Preferred Payment Methods in Online Shopping, in % of Online Shoppers, 2014
- Breakdown of Most Preferred Payment Methods in Online Shopping, in % of Online Shoppers, 2014
- Companies Most Trusted with Payment and Personal Information, in % of Online Shoppers, October 2014
- Average Annual Spending on Fraud Prevention and Chargebacks, in USD million and in % of Operating Budget, by Online Retailer Type, 2015
- Value of Remote Mobile Retail Payments, in USD billion, 2014 & 2019f
- Number of Establishments Accepting Contactless Payments, in %, 2015, 2017f & 2019f
- Proximity Mobile Payment Transaction Value, in USD billion, and in % Year-on-Year Change, 2014 - 2019f
- Number of Proximity Mobile Payment Users, in millions and in % of Smartphone Users, 2014 - 2019f
- Number of Peer-to-Peer Mobile Payment Users, in millions, and in % of Mobile Device Owners, 2013 - 2018f
- Payment Methods Used to Conduct Peer-to-Peer Payments, in % of Consumers, May 2015
- Share of Adults Who Used Mobile Payment, in %, 2013 & 2014
- Payment Methods Used When Conducting Mobile Payments, in % of Respondents, 2014
- Types of Mobile Payments Conducted In-Store, in % of Mobile Payment Users, 2014
- Mobile Payment Services Used, in % of Respondents, 2014
- Breakdown of Most Used Payment Methods in Online Shopping, in % of Online Shoppers, April 2015
- Breakdown of E-Commerce Payment Volume and Value by Payment Methods, in %, 2014
- Breakdown of Payment Transaction Volume and Value by Payment Methods, incl. Online Transfers, in millions and in CAD million, 2011 & 2014
- Share of Smartphone Users Who Are Aware of Mobile Payments, in %, 2014 & 2015
- Interest in Payment-Related Mobile Features, by High Interest and Low Interest, in % of Respondents, April 2015
- Use of Alternative Payment Methods, incl. Mobile, by Gender and Age, in % of Respondents, 2013
4.3. Canada
- Breakdown of Most Used Payment Methods in Online Shopping, in % of Online Shoppers, April 2015
- Breakdown of E-Commerce Payment Volume and Value by Payment Methods, in %, 2014
- Breakdown of Payment Transaction Volume and Value by Payment Methods, incl. Online Transfers, in millions and in EUR million, 2013 & 2014
- Share of Smart Card Users Who Are Aware of Mobile Payments, in %, 2014 & 2015
- Use of Alternative Payment Methods, incl. Mobile, by Gender and Age, in % of Respondents, 2013
5. Europe
5.1. Regional
- Payment Methods Preferred in Online Shopping, in % of Online Shoppers, by Belgium, Germany, France, Italy, the Netherlands, the Nordics, Poland, Spain and the UK, April 2015
- Contactless Issuance and Acceptance Penetration Levels in the EU, by Country, in % of Cards and in % of Points of Interaction, Q2 2015
5.2. Western Europe
5.2.1. UK
- Online and Mobile Payment Trends and News about Players, H1 2015
- Online and Mobile Payment Trends and News about Players, H2 2015
- Breakdown of Volume and Value of Online Card Payments, by Sectors, in %, April 2015
- Number and Value of Contactless Transactions, in millions and in GBP million, by Debit and Credit Cards, January 2015 - November 2015
- Breakdown of Awareness of Mobile Wallets/Mobile Payments, in % of Consumers, by Selected Age Groups, February 2015
- Companies Most Trusted With Provision of Mobile Digital Wallet, in % of Internet Users Owning an iPhone, Q1 2015
5.2.2. Germany
- Online and Mobile Payment Trends and News about Players, H1 2015
- Online and Mobile Payment Trends and News about Players, H2 2015
- Breakdown of Payment Methods Preferred in Online Shopping, in % of Online Shoppers, by Gender, September 2015
- Payment Methods Used in Online Shopping, in % of Online Shoppers, 2011 & 2014
- Breakdown of Interactive Retail Sales by Payment Methods, in EUR million and in %, 2013 & 2014
- Breakdown of Frequency of Usage of Payment Methods in Mobile Shopping, in % of Mobile Shoppers, September 2015
- Breakdown of Awareness of Mobile Payments, by Type, in % of Smartphone Users, September 2015
5.2.3. France
- Payment Methods Most Used in B2C E-Commerce, in % of Online Shoppers, Q1 2014 & H1 2015
- Value of Online Bank Card Payment Transactions, in EUR billion, and in % Year-on-Year Change, Q1 2015 -
Q3 2015
- 3D-Secure Transactions' Share of Online Payment Transactions, in %, April & October 2011 - 2015
- Number of Payment Transactions with Contactless Payment Cards, in millions, September 2014 & September 2015
5.2.4. Spain
- Payment Methods Most Preferred in Online Shopping, in % of Online Shoppers, May 2015
- Payment Methods Used in Online Shopping, in % of Online Shoppers, 2014
- Breakdown of Attitudes to Mobile Payments, in % of Consumers, 2014
5.2.5. Italy
- Payment Methods Preferred in Online Shopping, in % of Online Shoppers, July 2015
- Breakdown of B2C E-Commerce Sales, by Payment Methods, in %, 2012 - 2015f
- Breakdown of Digital Payments, by Electronic Payment with Credit Card, Online and Mobile, in %, 2013 & 2014
5.2.6. Netherlands
- Breakdown of Online Purchases by Payment Methods, in %, H1 2014 & H1 2015
5.2.7. Sweden
- Payment Methods Preferred in Online Shopping, in % of Online Shoppers, 2013 – 2015
5.3. Eastern Europe
5.3.1. Russia
- Online and Mobile Payment Trends and News about Players, H1 2015
- Online and Mobile Payment Trends and News about Players, H2 2015
- Payment Methods Used in Online Shopping, in % of Online Shoppers, 2013 & 2014
- Payment Methods Used in Online Shopping, in % of Online Shoppers, 2011 - 2014
- Share of Online Shoppers Paying with Cash on Delivery and with Non-Cash Payment Methods, in %, 2014 & 2015
- Online Payments Value, in RUB billion, 2013-2015e
- Breakdown of Awareness of PayPass and PayWave Cards, in % of Young Consumers in the Two Largest Cities, Summer 2015
- Share of NFC-Enabled Smartphones of Total Smartphones Sold, by Share of Units Sold and Share of Revenues, in %, 2012 - 2014 and Breakdown of Revenues from NFC Smartphone Sales by Brands, in %, 2014
5.3.2. Poland
- Payment Methods Used in Online Shopping, in % of Individuals, 2014 & 2015
- Payment Methods Used in Online Shopping, in % of Online Shoppers, 2014
- Payment Methods Used When Paying via Mobile Phone, in % of Individuals Who Paid with Mobile Phone, October 2014
- Share of Internet Users Who Are Aware of Mobile NFC Payments and Who Use Them, in %, September 2015
5.3.3. Turkey
- Breakdown of Payment Methods Used in Online Shopping, in %, 2014
- Number and Value of Domestic E-Commerce Transactions with Bank Cards, in millions and in TRY million, Q1 2013 - Q3 2015
- Number and Value of Cross-Border E-Commerce Transactions with Bank Cards, in millions and in TRY million, Q1 2013 - Q1 2015
5.3.4. Greece
- Breakdown of Payment Methods Used in Online Shopping, in %, July 2015
5.3.5. Czech Republic
- Payment Methods Used in Online Shopping, in % of Online Shoppers, 2014 & 2015
6. Latin America
6.1. Regional
- Payment Methods Most Used in Online Shopping, by Selected Countries and Total, in % of Online Shoppers, 2014
- Motivation to Choose a Particular Payment Method for Using in Online Shopping the Most, in % of Online Shoppers Using This Method, 2014
6.2. Brazil
- Online and Mobile Payment Trends and News about Players, H1 2015
- Online and Mobile Payment Trends and News about Players, H2 2015
- Breakdown of Payment Methods Used in Online Shopping, in % of Online Shoppers, October 2015
- Payment Methods Most Used in Online Shopping, in % of Online Shoppers, 2014
- Reasons for Not Shopping Online, in % of Internet Users Who Do Not Shop Online, incl. Payment-Related, 2014
- Share of Online Payment Users Who Use Mobile Phones to Make Payments Online, in %, 2014 & 2015
- Product Categories Paid for Online via Mobile Phone, in % of Online Payment Users Who Paid via Mobile
Phone, 2015
6.3. Mexico
- Payment Methods Used in Online Shopping, in % of Online Shoppers, June 2015
- Breakdown of Online Payment Methods Used in Online Shopping, by Payment Method and Device Used, in % of Online Shoppers, Q1 2015
- Breakdown of Offline Payment Methods Used in Online Shopping, by Payment Method and Device Used, in % of Online Shoppers, Q1 2015
- Number of Online Payment Users, in millions and in % Year-on-Year Change, 2010 - 2014
- Payment Methods Offered by Online Retailers, in % of Online Retailers, Q1 2015
- Available Security and Control Features on Online Retail Websites, in % of Online Retailers, Q1 2015
- Types of Products and Services Paid for Online, in % of Online Payment Users, 2010 - 2014
- Probability of Using Mobile Payment in the Near Future, in % of Banked Consumers, June 2015
6.4. Argentina
- Payment Methods Used in B2C E-Commerce, in % of Online Shoppers, 2013 & 2014
- Share of Online Payment Users Who Use Mobile Phones to Make Payments Online, in %, 2014 & 2015
- Product Categories Paid for Online, in % of Online Payment Users, 2015
6.5. Colombia
- Payment Methods Most Used in Online Shopping, in % of Online Shoppers, 2014
6.6. Chile
- Payment Methods Most Used in Online Shopping, in % of Online Shoppers, 2014

7. Middle East & Africa
7.1. Regional
- Breakdown of Payment Methods Used in Online Shopping, by Egypt, Jordan, Kuwait, Lebanon, Saudi Arabia, and the UAE, 2015e
- Share of Individuals Using Mobile Payments, in %, by Cameroon, Ivory Coast, Kenya, Morocco and Nigeria, October 2015
7.2. UAE
- Online and Mobile Payment Trends and News about Players, 2015
- Purposes of Using Online Payments, in % of Internet Users, Q2 2015
- Share of Internet Users Who Would be Comfortable Using a Smartphone to Pay for Purchases of Goods and Services, in %, Q2 2015
7.3. South Africa
- Share of Online Transactions Paid with Credit/Check Card, in %, 2015e
- Share of Internet Users Not Shopping Online Due to Lack of Trust to Online Payment, in % of Respondents, 2014
- Share of Payments for Online Purchases Made via Mobile Phone, in %, 2014
- Shopping-Related Actions Carried out via Mobile Internet, incl. Payment, in % of Mobile Internet Users, August 2015
7.4. Nigeria
7.5. Morocco
- Share of Online Shoppers Paying with Cash on Delivery, in %, 2015e
- Number and Value of Online Payment Transactions Made with Credit Cards, in millions and in MAD million, by Domestic Credit Cards and Domestic and Foreign Credit Cards, First 9 Months of 2012 - First 9 Months of 2015
- Share of Mobile Phone Users who Made a Purchase or Payment via Mobile Phone, in %, and Type of Purchase or Payment Made via Mobile Phone, in %, November 2014
- Breakdown of Payment Methods Used to Pay for a Purchase via Mobile, % of Mobile Phone Owners who Made a Purchase or Payment via Mobile Phone, November 2014
7.6. Kenya
- Breakdown of Payment Methods Used in Online Shopping, in % of Online Shoppers, Q3 2015
- Mobile Payment Statistics, incl. Number of Transactions, in millions, Value of Transactions, in KES billion, Number of Customers, in millions, and Number of Agents, in thousands, 2008 - 2014 & First 10 Months of 2015

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<tbody>
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<td>USD 3347</td>
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