

Booth No. 7A62-30

WEHUB Inc.



Year Established	2021		Type of Business	Other	
Website	https://www.payplug.co.kr/en		Main Export Countries		
SNS					
Main Customer	Domestic Customers		International Customers		
	COMPOSE COFFE, STG24				
The Person In Charge	Name	Department	Position		
	Myeongsu KANG	Business Development Team	Manager		
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Company Description

WEHUB is a leading company providing innovative payment solutions to the global contactless payment market, leveraging its payment technologies, including customer-driven payment patents and EMV standards. Building on our payment technology expertise, we provide tailored payment solutions for various industrial environments and offer module sales and implementation services to businesses.

Product

Mobile POS "PAYPLUG"

Function and Usage : The mobile POS "PAYPLUG" is a software-based mobile POS application that enables store owners to turn their smartphones into payment terminals by simply downloading the app.

PAYPLUG supports NFC transactions using credit and debit cards such as VISA and MasterCard, as well as convenient payment services through country-specific standard QR codes (e.g., WeChat Pay, Alipay), accommodating all types of payments for both domestic and international customers.

Marketing and Selling Points : By turning their phone into a Mobile POS, users benefit from portability and cost efficiency, as there is no need to purchase separate hardware terminals.

The Mobile POS solution can be adopted across various industries, such as food trucks and field services (e.g., golf caddies, gardening, and other on-site services).

Additionally, WEHUB's EMV-certified payment module is designed to be customizable for local businesses, enabling partnerships with companies seeking tailored payment solutions.

Consumer-driven payment service

Function and Usage : Consumer-driven payment is a service powered by WEHUB's patented payment module that allows consumers to transform their smartphones into payment-capable terminals and complete transactions by tapping their card on the back of their phone. While traditional online payments require excessive input of sensitive information such as card numbers, CVC codes, and expiration dates, consumer-driven payment ensures fast and secure transactions through contactless methods, eliminating the need to expose card information.

Marketing and Selling Points : Online PG transactions are typically processed as CNP (Card Not Present) transactions, which involve higher risks, requiring businesses to bear substantial online PG fees of 3-5%.

However, with consumer-driven payment, the customer's mobile phone is transformed into a payment-capable terminal, and transactions are processed as CP (Card Present) transactions when the customer taps their card on the back of their phone. This eliminates the need for businesses to pay high online PG fees, offering significant cost advantages.

