

eGuide

Cross-border payments: How to expand to Southeast Asia

About the research

Airwallex partnered with Statista to survey cross-border eCommerce shoppers, defined as anyone who has shopped internationally in the last 12 months through any type of online shop, such as marketplaces or directly from a merchant's website. The survey included 1,000 respondents from each of the following countries: Singapore, Malaysia, and Indonesia, and was completed in January 2025. Our goal was to understand how shoppers in Southeast Asia (SEA) purchase when buying online from another country. Our survey participants come from diverse backgrounds and age ranges, representing a typical sample of shoppers within the region.

Some key findings from the survey include:

- The majority of shoppers in SEA are comfortable with making cross-border purchases online.
- Digital payment methods are the most preferred payment method for online purchases in Indonesia and Malaysia, while credit cards continue to dominate in Singapore.
- Shoppers in SEA say that local pricing, mobile-friendly checkout processes, and familiar payment method options are some of the most important aspects during the checkout experience.
- Buy now, pay later (BNPL) is an increasingly popular payment method across the region.

In our insights:

- Gen Z refers to those born between 1997–2012
- Millennials refer to those born between 1981–1996
- Gen X refers to those born between 1965–1980
- Baby Boomers refer to those born between 1946–1964

Digital payment methods refer to global eWallets (e.g. Apple Pay and Google Pay) and any further country-specific digital payment methods (e.g. Trustly, GrabPay, and Alipay). They exclude credit cards, debit cards, bank transfers, and buy now, pay later (BNPL) options.

All data referenced in this guide, unless otherwise stated, comes from this research.

Index

01	Payments: the lynchpin of your SEA expansion strategy	03
02	What SEA shoppers want	04-05
03	The essentials: tax and compliance in Southeast Asia	06-07
04	Localise the checkout experience	08-09
05	Save on payment processing costs	10-11
06	Drive higher conversions	12
07	Build trust with secure payment experiences	13-14
08	Optimise cash flow	15-16
09	How Karst Stone Paper expanded globally	17
10	Market expansion experts share their tips	18
11	Get the most comprehensive coverage in local payment methods in SEA	19-21
12	About Airwallex	22

Payments: the lynchpin of your SEA expansion strategy

Southeast Asia (SEA) is one of the fastest-growing eCommerce markets in the world. Revenue is expected to grow by a compound annual growth rate of 8.8%, reaching a projected market volume of US\$187.20 billion by 2029. And by then, you can expect more than 259.7 million online shoppers in the region. In Singapore alone, online retail sales are projected to grow 67% by 2029, while Malaysia's eCommerce market is set to expand by 70% and Indonesia's by 58%. The opportunities are immense if you're looking to expand to SEA.

But success hinges on having the right payment infrastructure that can handle the patchwork of local currencies, payment methods, and regulations across the region. **Compared to Europe and the US, the payment landscape in SEA is highly localised and digital-first.** Governments across the region are working towards creating a cashless economy, and policies generally support payment innovation. As a result, local payment methods have proliferated across the region. To expand to SEA, you'll need to tap into this network of payment methods to meet local customer expectations.

Our recent research in partnership with Statista shows that credit cards and digital payment methods are dominant in many markets, with methods such as PayNow in Singapore, DuitNow in Malaysia, and DANA in Indonesia among the most popular. While in Thailand, cash is still popular but international players like PayPal and local ones like TrueMoney are starting to shift payment habits. It's essential to offer both localised payment methods and local currency pricing to build trust among your new customers.

Multi-currency capabilities are also important when it comes to expanding to Southeast Asia. Exotic currencies like the Vietnam Dong (VND), Philippine Peso (PHP), and Indonesian Rupiah (IDR) are less frequently traded, often resulting in higher fees and foreign exchange (FX) costs.

But with the right partner, you can confidently expand into SEA's major and emerging markets. The right payment partner lets you reach local shoppers through their preferred payment methods and currencies, while keeping fees, FX rates, and regulatory compliance in check.

What shoppers in SEA want

Retailers from China capture the lion's share of international purchases in Southeast Asia, accounting for 62% of cross-border sales in Singapore, 61% in Malaysia, and 43% in Indonesia. Price is a major driver. **To compete, you need competitive pricing, localised and mobile-friendly checkout experiences, promotions, and discounts**, especially during major sales events like Black Friday, Singles' Day, Hari Raya, and Lunar New Year.

Payment preferences vary by country

Shoppers in SEA expect familiar, trusted payment methods, but preferences differ slightly by market. Digital payment methods like Apple Pay, Google Pay, and GrabPay are popular in all markets. They're used by 52% of shoppers in Singapore, 83% of shoppers in Indonesia, and 80% of shoppers in Malaysia. In Singapore, credit cards (71%) are the most popular payment method. However, Gen Z and Millennials in Singapore prefer digital payment methods (63%) and debit cards (63%) over credit cards (48%). On the other hand, shoppers in Malaysia and Indonesians strongly prefer bank transfers, which are used by 53% and 64% of shoppers respectively. Offering the right mix of payment options, including buy now, pay later (BNPL), which is popular among younger Gen Z and Millennial shoppers, can help you drive conversions and reduce cart abandonment.



63%

of Gen Z and Millennials in Singapore prefer to pay online using digital payment methods.



52%

of online shoppers in Malaysia and Indonesia prefer to pay online using BNPL.

Marketplaces dominate, but social commerce is growing fast

Most shoppers in SEA buy from marketplaces like Lazada, Shopee, Tokopedia, and Amazon. Some 87% of shoppers in Singapore and Indonesia, and 80% of shoppers in Malaysia prefer these platforms. Social commerce is becoming more influential. In Singapore, 62% of Gen Z and Millennials make purchase decisions based on influencer recommendations, and even 51% of Gen X shoppers pay attention to influencers. In Malaysia and Indonesia, influencers play an important role in the purchase journey for shoppers across all generations. Three-quarters of all shoppers in Malaysia said that they consider influencer recommendations when buying internationally, while in Indonesia, that number jumps to 90%.



62%

of Gen Z and Millennials in Singapore make purchase decisions based on influencer recommendations.



75%

of all shoppers in Malaysia said that they consider influencer recommendations when buying internationally.

What shoppers in SEA are buying

If you sell fashion, beauty, or electronics, you're targeting the right region. These categories are the most popular cross-border purchases across SEA, followed by food, home goods, books, and luxury items. Luxury shoppers in Singapore particularly favour BNPL options, with 57% preferring them over other payment methods.

A smooth checkout experience matters

Shoppers in SEA expect quick, transparent and secure checkouts. More than 90% of Singapore, Indonesia and Malaysia shoppers say they need clear pricing in local currency, secure payment options and mobile-friendly checkout pages before making a purchase. Nearly 60% feel frustrated when redirected to another page for payment, making them less likely to complete a transaction. European sellers must offer preferred payment methods, intuitive checkout flows, and visible trust signals like SSL encryption and PCI compliance to boost confidence and conversions.

Addressing the region's unique shopping behaviours and preferences can position your business as a trusted brand in SEA.

The essentials: tax and compliance in Southeast Asia

Understanding regulatory and compliance obligations in each market is crucial for European businesses planning to expand to Southeast Asia. Whether you're selling to Singapore or Thailand, knowing the tax systems, trade policies and data protection laws will help you avoid disruptions and operate smoothly.

For example, if you're entering Vietnam, you must register your foreign eCommerce platform with local authorities. Your business could face restricted market access or blocked services if you don't. Product regulations, including safety standards, labelling requirements and import restrictions, also differ between countries.

GDPR and SEA data protection laws

European businesses must maintain GDPR compliance while adding local data protection requirements. Singapore's Personal Data Protection Act (PDPA) shares similarities with GDPR but includes unique elements. Indonesia's Personal Data Protection Law contains data localisation provisions not found in European regulations. Adopting a dual-compliance approach helps businesses satisfy both regulatory frameworks while building trust with local consumers.

Taxation across regions

Taxation in SEA varies widely and differs significantly from European systems. Many countries impose Value Added Tax (VAT) or Goods and Services Tax (GST) on goods and digital services sold by foreign businesses. For example, the Philippines enforces a 12% VAT on digital services provided by non-resident companies, while Indonesia requires a 10% VAT on sales to local consumers.

Singapore's 8% GST applies different registration thresholds and filing requirements than EU VAT rules. European businesses must establish proper accounting systems to track, report and reconcile these tax differences, especially when selling across multiple SEA markets simultaneously.

You'll also want to consider tariffs and import duties in each region. Some countries, like Singapore, allow importing goods valued under S\$400 without GST. Others, like Thailand, have introduced policies to limit low-value imports and promote domestic industries.

How Airwallex helps you stay compliant

Airwallex can simplify your financial operations as you expand from Europe to Southeast Asia. Accept payments in key regions while staying compliant with local regulations and international security standards.

Built-in security

Airwallex meets international compliance standards like Payment Card Industry Data Security Standard (PCI DSS) and Service Organization Control 2 (SOC 2) to protect financial data and customer transactions.

Tax-ready financial tools

Sync with accounting platforms like Xero and QuickBooks to help you categorise expenses and generate financial reports.

Licensed and regulated globally

Airwallex is licensed and regulated globally, including by the Monetary Authority of Singapore (MAS) and Bank Negara Malaysia.

Unified reporting system

Airwallex consolidates and standardises transaction and settlement data across all payment methods, helping you maintain control and compliance.

Localise the checkout experience

A familiar checkout experience encourages conversions, so it's important to provide local payment methods and currencies. Your payment provider must offer these methods, especially since they're especially popular in the region.

Digital payment methods such as PayNow in Singapore, Touch 'n Go eWallet in Malaysia and GoPay in Indonesia are popular when purchasing products online from other countries. Digital payment methods are the top choice in Indonesia (83%) and Malaysia (80%), while more than half of respondents in Singapore say they prefer them.

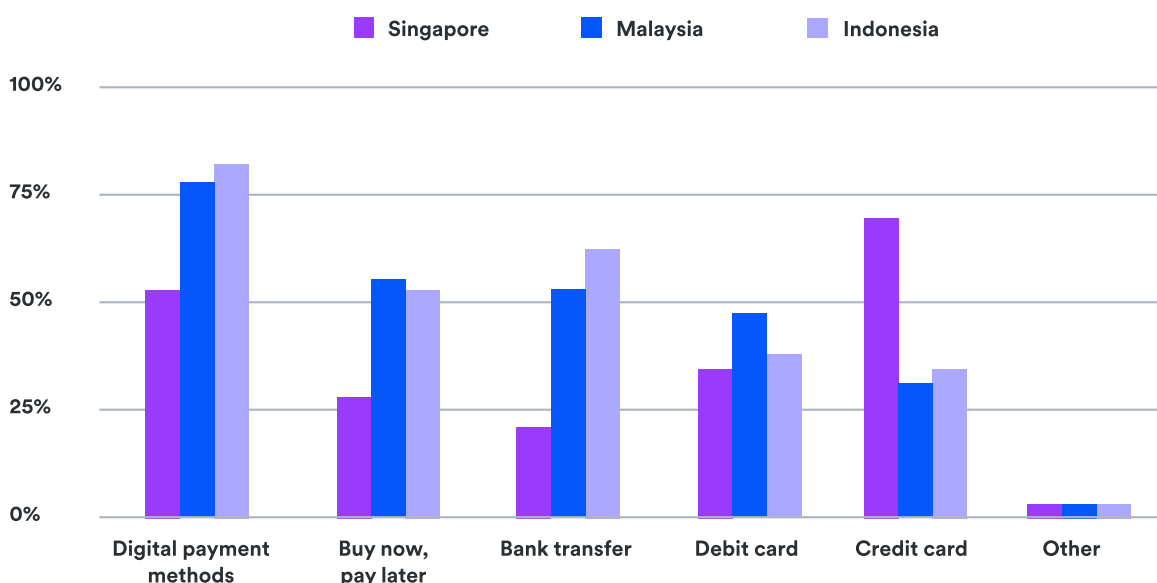
Buy now, pay later (BNPL) options like SPayLater and Atome are also popular payment methods across the region, with over half of respondents in Malaysia and Indonesia preferring them to credit and debit cards when shopping internationally online.

European businesses familiar with SEPA, UK Faster Payments, and other regional systems can find SEA equivalents:

European System, SEA Equivalent, SEPA, PayNow (Singapore), iDEAL, DuitNow (Malaysia), Sofort, PromptPay (Thailand), Klarna, Atome (Singapore)

Understanding these payment method parallels helps European businesses implement familiar systems in new markets.

Preferred payment methods when buying products online



Airwallex offers comprehensive coverage of local payment methods in SEA

Compared to other major payment providers, Airwallex has the strongest presence in Southeast Asia and offers the most comprehensive access to local payment methods. This coverage lets European businesses localise the checkout experience and maximise conversions throughout the region.

Major card schemes and 160+ local payment methods

These include popular options in Southeast Asia like Boost in Malaysia, DANA in Indonesia, and GCash in the Philippines to help you drive a higher checkout conversion rate.

BNPL options

These include Atome in Singapore and Malaysia that drive higher average order values and checkout rates.

Automatic currency conversion and pricing display

Customers see exact costs in their local currencies at checkout, whether in Malaysian Ringgit or Vietnam Dong.

Save on payment processing costs

Cross-border payments are a cornerstone of international business, but frequent conversion and transfer fees can erode profits. By following the steps below, European businesses can minimise these costs and maximise returns.

1. Look for market-leading FX rates

One of the most significant hidden costs of cross-border payments is the markup on foreign exchange rates. Many providers add a margin to the mid-market "interbank" rate used by banks to trade currencies with one another. These markups inflate costs without being immediately obvious.

2. Choose providers with competitive fees

Cross-border payments typically incur initiation and receipt fees, as well as surcharges from any intermediaries involved. Modern fintech platforms like Airwallex build their own payment infrastructure, offering more transparent pricing structures and faster processing times.

3. Save on conversion costs with like-for-like settlement

Holding and settling payments in the same currency eliminates unnecessary FX conversions. This feature avoids conversion fees and shields you from fluctuating exchange rates. For European businesses expanding to Singapore, the region's leading financial hub, opening a business account with local bank details allows you to receive local deposits and settle Singapore dollar (SGD) payments in the same currency.

4. Currency management for European businesses

For European businesses managing euros and pounds alongside SEA currencies:

- Hold reserves in major currencies (EUR/GBP/USD) and convert to local currencies as needed
- Set pricing strategies that account for currency volatility
- Establish hedging strategies for major currency pairings
- Create contingency plans for significant currency fluctuations

How Airwallex saves on costs

Competitive FX rates

Get market-leading FX rates on 60+ currencies when you pay suppliers or convert online payments into your holding currency, so you can keep more of your revenue. These include payments in Malaysian Ringgit (MYR), Thai Baht (THB), and Indonesian Rupiah (IDR).

Free transfers in local currencies

Pay \$0 fees for transfers in local currencies like MYR, THB, and IDR using local payment rails. This feature can cut costs when paying suppliers like local logistics companies.

Like-for-like settlement in SGD

Get started in the region's leading financial hub by opening an account with local bank details. Send and receive SGD transfers on a single platform to save on unnecessary FX conversion fees.

k'arst

“As our turnover grows, being able to save even a tiny percentage of that by using Airwallex for our international transactions, as opposed to having to change the money over and over again and expose it to different fees and rates, is absolutely meaningful.”

Jon Tse, Co-Founder, Karst Stone Paper

Drive higher conversions

Using the right tools and strategies can reduce failed transactions, improve authorisation rates and maximise your revenue potential.

Use machine learning to optimise success

When assessing payment providers, check that they incorporate machine learning (ML) technologies. ML-powered optimisation engines analyse transaction data in real time and improve acceptance rates and reduce failed payments.

Another ML-driven tool, automatic retries, can increase sales conversions by reattempting failed payments. This feature is especially important for reducing abandonment caused by technical glitches or temporary card declines.

Reduce checkout friction

Features like autofill, saving payment details for repeat purchases and guest checkout options make the checkout experience faster and more intuitive. Displaying progress indicators during checkout helps reduce uncertainty and keeps customers engaged.

How Airwallex drives conversion rates

Advanced machine learning tools

Airwallex's checkout optimisation engine and smart 3D Secure (3DS) strategies increase transaction approvals by keeping fraud low. Automatic retries help by reattempting payments when errors occur.

Direct connections to card networks

Reduce reliance on third parties to improve authorisation rates and reduce processing costs.

Higher approval rates

Features like tokenisation and optimised messaging improve how payments are processed to reduce errors and false declines.

Better checkout experiences

With automatic currency conversion and access to local payment methods, shoppers see prices in their own currency and can use familiar payment options.

Build trust with secure payment experiences

Checkout security is a top priority for customers. Some 95% of shoppers in the region rank visible security badges as one of the most important features of any checkout experience. Strong security measures ease those worries, help you build trust and encourage repeat purchases.



95%

of shoppers in the region rank visible security badges as one of the most important features of any checkout experience.

Prevent fraud

Preventing fraud is the first line of defence for businesses handling cross-border payments. Modern payment platforms leverage machine learning and artificial intelligence to create intelligent security networks that analyse transaction patterns in real time. This technology helps identify and flag suspicious activities before they escalate.

Dynamic fraud prevention features, such as 3D Secure (3DS), perform security checks based on risk level. Low-risk payments are processed quickly, while higher-risk transactions receive extra scrutiny to prevent fraud.

Comply with data privacy laws

When expanding into Southeast Asia, you must navigate various data privacy laws alongside your existing GDPR obligations.

In Singapore, the Personal Data Protection Act requires consent for data collection, use and disclosure, and mandates the appointment of a Data Protection Officer. There are similar requirements across Malaysia, Thailand and Vietnam, where you need to obtain consent and implement clear privacy notices, enable customer data access and deletion options, and maintain robust security measures.

Indonesia's Personal Data Protection Law includes data localisation requirements. To remain compliant while maintaining GDPR standards, European businesses should seek specialised legal advice.

Key security features:



3D Secure authentication provides a strong layer of protection for online card transactions.



Secure Sockets Layer (SSL) certificates encrypt data during transmission to maintain confidentiality and integrity.



PCI DSS compliance ensures that payment card information is handled securely.



Visible trust badges at checkout reassure customers that their data is safe.

It's also a good idea to make your security measures visible, so your customers feel confident about completing their purchases.

How Airwallex maintains security

Airwallex takes care of all of these complicated security and compliance matters for you with:

Fraud prevention

Fraud detection engines built on machine learning and artificial intelligence protect against online fraud while reducing instances of false alerts to keep payments moving for genuine customers. Features like 3D Secure authentication and risk-based checks add extra layers of protection where needed.

Regulatory compliance

Airwallex meets global standards like PCI DSS Level 1 and SOC 2 and ensures your business complies with local laws, including the Personal Data Protection Act (PDPA) in Singapore.

Data protection

Encryption technologies like Transport Layer Security (TLS) v1.2 and Advanced Encryption Standard (AES256) keep customer information safe during transmission and storage.

Optimise cash flow

Managing cash flow effectively lets you cover operational costs, invest in growth and stay agile in competitive markets. Expansion to Southeast Asian markets brings challenges: managing multiple local entities, navigating payment solutions, handling FX and transfers. These complications can reduce margins and slow growth. For European businesses, efficient cash flow is critical to cover supplier payments and advertising spend.

Simplify financial processes

To stay efficient, focus on streamlining your financial systems. A consolidated approach makes it easier to manage cash flow and plan for growth.

Key steps include:

- Matching income and expenses to avoid cash gaps
- Consolidating financial data to track transactions in real time
- Minimising costs associated with cross-border payments and currency exchanges

Gain clarity with real-time insights

Juggling multiple currencies and payment systems can lead to delays and errors in tracking cash flow. Real-time financial insights give you the visibility needed to stay in control.

When you have a clear picture of your finances, you can:



Spot potential issues early and address them quickly



Identify cost-saving opportunities



Make informed decisions to support your goals in SEA markets

Time zone management

The 6-7 hour time difference between Europe and SEA creates operational challenges that affect cash flow. **European businesses should consider:**

- Establishing overlapping work hours between regional teams
- Implementing automated systems for 24/7 payment processing
- Creating clear handover processes between European and Asian finance operations
- Using scheduling tools that account for regional holidays and working patterns

How Airwallex can improve your cash flow

Airwallex lets you quickly and cost-effectively manage all financial operations on a single platform.

Real-time financial insights

Consolidate and view all your financial transactions, balances, and cash flow across all payment methods in a single dashboard, so you can make informed financial decisions quickly.

Automated reconciliations

Automatically sync with platforms like Xero and QuickBooks to save time on bookkeeping.

Increased liquidity

Receive and spend funds on a single platform with low transfer and FX fees. 95% of transfers go through local payment rails and arrive within the same day.



"I see Airwallex as a one-stop shop for payment acceptance, global payouts, and so much more. Here's how I'd put it to other businesses: You can start in one place with Airwallex, and then you can grow."

Daven Johnson, Founder & CEO, Gimme Swag

How CurrentBody expanded from Europe to Asia

CURRENTBODY

THE BEAUTY TECH EXPERTS

CurrentBody is a global leader in beauty technology, bringing the latest and most effective beauty products to customers worldwide. Through its commitment to independent clinical testing and collaboration with doctors, CurrentBody has pioneered aesthetic technologies into safe, effective, home-use beauty devices.

The UK-based brand makes luxury beauty devices accessible to millions via online stores and has become a key expert in this fast-growing beauty category. CurrentBody's revolutionary health and beauty devices have captivated audiences globally and appeared in popular TV shows and top-tier health and beauty publications.

The challenge

CurrentBody developed localised websites featuring local currency pricing and payment methods to serve its global customer base better. This globalised approach surfaced several challenges, including navigating international regulations, managing cross-border logistics and maintaining consistent customer service across different time zones and cultures.

Processing international transactions was particularly challenging, as Ryan Hewitt, Head of Finance at CurrentBody, explains: "Before we found Airwallex, we relied heavily on traditional banking services for our international transactions. These were often slow, expensive and cumbersome."

Currentbody turned to Airwallex to tackle the cost, speed, and inefficiencies of using high-street banks to collect funds from customers in multiple currencies.

The solution

By switching to Airwallex, CurrentBody has transformed its global financial operations, helping drive the brand's international expansion. The company achieved remarkable results:

- Eliminated a 3% conversion fee previously charged by traditional banks
- Replaced five separate banking relationships for supplier payments
- Reduced time spent on global supplier payment runs by 50%

Global Accounts deliver substantial cost savings

CurrentBody now uses Global Accounts to manage its global funds. These multi-currency accounts make it easier and more cost-effective to receive payments from customers in their preferred currency. Global Accounts also mean CurrentBody can hold funds and spend proceeds later in the same currency, without forced conversions and associated fees.

"By providing a seamless and efficient platform for handling international payments, Airwallex has enabled us to manage multiple currencies effortlessly and reduce the complexities associated with cross-border transactions," says Ryan.

CurrentBody also uses Global Accounts to streamline collections from payment providers like Stripe and Afterpay, further optimising its global cash management operations.

Streamlining collections using Payment Links

Through Airwallex, CurrentBody creates shareable Payment Links in minutes to accept payments from wholesalers. Ryan's team uses these Payment Links to facilitate fast and secure international payments while saving on unnecessary fees.

"Faster payment processing has improved our relationships with suppliers and partners," explains Ryan. "This has contributed to smoother operations and better cash flow management."

Eliminating complexities with Airwallex foreign exchange (FX) and transfer services

CurrentBody also takes advantage of Airwallex's fast and cost-effective international money transfer services, which feature market-leading FX rates.

Ryan and his team can now pay CurrentBody's global suppliers quickly and easily, without the high costs and hassle of the traditional banking system.

"Airwallex has been instrumental in supporting CurrentBody's global operations," concludes Ryan. "As a result of working together, we've achieved far-reaching benefits that will help our brand continue to succeed in a competitive and global market."

10 Top tips

Market expansion experts share their tips

Understand individual market trends



Wilson Ng

Mid-Market Lead at
Google Customer Solutions,
Hong Kong

"Consumers are expected to continue to spend despite inflationary pressures. To drive sustained, profitable growth and resonate with increasingly savvy online consumers, businesses will need to understand individual market trends. Globally, the path to purchase has grown more complex, with 60% of consumers in surveyed markets now taking six or more actions before deciding to buy a brand or product that's new to them. In SEA, we expect consumers to make on average 27 to 32 eCommerce orders a year."

Chart your path for long-term growth



Anthony Leung

Managing Director at
FedEx, Hong Kong and
Macau

"While the world remains uncertain, the demand for eCommerce businesses continues to grow. Expanding globally offers a path to new opportunities and customer connections. From parcels to freight, it's important to look for a one-stop-shop like FedEx for reliable global delivery and smart digital solutions to streamline supply chains and grow your business cross border."

Take a global mindset from day one



Arnold Chan

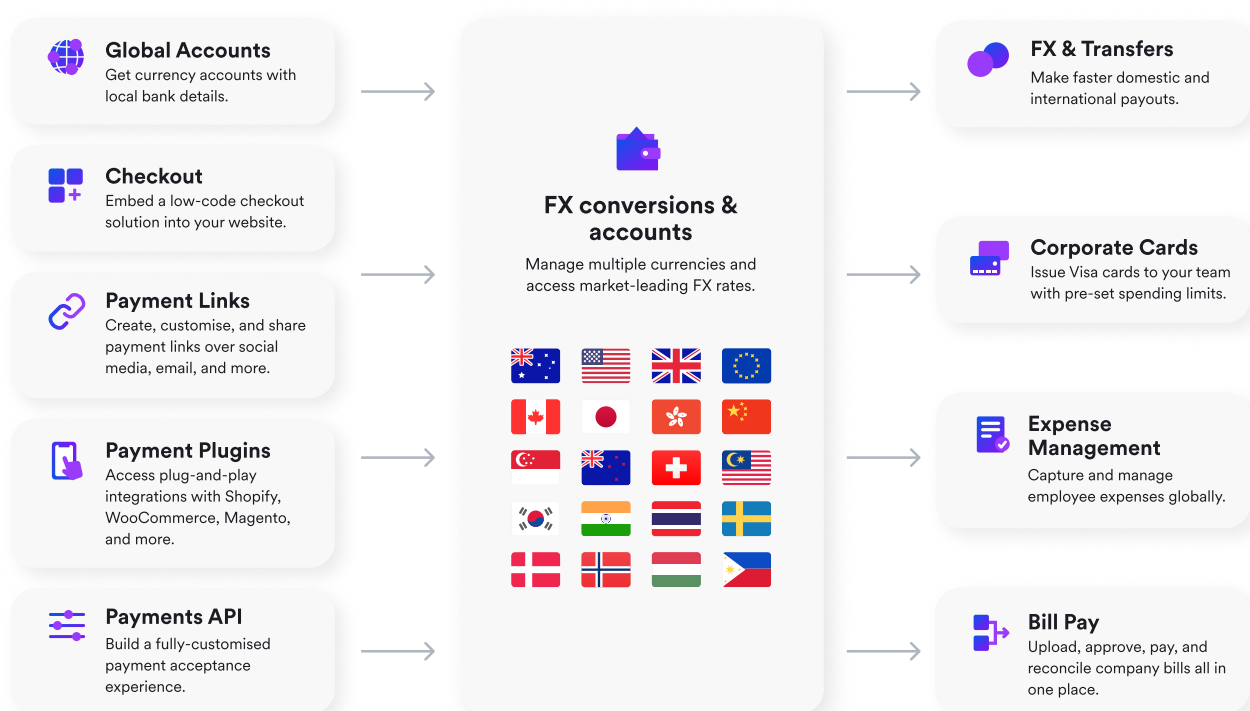
General Manager, APAC at
Airwallex

"Global eCommerce is constantly shifting. With more businesses expanding into new markets like Southeast Asia, Latin America, and the Middle East, your next cross-border opportunity might just be around the corner. My top advice is to partner with providers that are built to be global from day one to truly future-proof your business."

Get the most comprehensive coverage in local payment methods in SEA

A key part of your Southeast Asia expansion is being able to accept online payments across the diverse fabric of countries in the region. Look for online payment acceptance capabilities in markets like Singapore, Malaysia, Thailand, Indonesia, Vietnam and the Philippines. You'll also want a cost-efficient way to manage all of the local currencies on one platform. No matter where your customers are in the region, they should be able to pay in their preferred currency and local payment method, whether that's via an eWallet or bank transfer.

All the while, it needs to be secure and compliant wherever you operate. Here's where you can partner with Airwallex.



Gain global reach

Expand your customer base and streamline operations with Airwallex's global payment infrastructure, designed to connect you to customers in 180+ countries.

- **Access major credit card schemes and 160+ local payment methods:** Offer popular options like PayNow in Singapore, Touch 'n Go eWallet in Malaysia and GoPay in Indonesia to maximise your checkout conversion rates.
- **Multi-currency payment acceptance:** Accept online payments in 130+ currencies while displaying prices in local currencies, such as Indonesian Rupiah (IDR), Vietnam Dong (VND), and Philippine Peso (PHP), creating a familiar checkout experience and boosting trust.
- **Global Accounts with local bank details:** Get started in the region's leading financial hub, Singapore, by opening an account with local SGD bank details. Send and receive SGD transfers on a single platform to save on unnecessary FX conversion fees.

Save costs

Airwallex reduces the costs of cross-border payments, helping you improve your margins:

- **Market-leading FX rates:** Save up to 80% on foreign exchange fees with competitive mid-market exchange rates on SEA currencies.
- **Like-for-like settlement:** Eliminate unnecessary currency conversions by receiving, holding and spending funds in SGD.
- **Transparent pricing:** Avoid hidden fees on transfers and payments, with clear, predictable costs for all your financial operations.

Optimise payment success

Ensure your payments go through smoothly with advanced tools to improve authorisation rates and minimise failed transactions:

- **Machine learning-powered optimisation:** Maximise payment success rates with tools like optimised messaging and smart retries that reduce technical declines.
- **Advanced fraud detection:** Protect your business with real-time detection systems blocking suspicious activity without disrupting legitimate payments.
- **Direct connections to card networks:** Route transactions through card schemes without relying on a third-party provider.

Maintain security and compliance

More than 150,000 businesses trust Airwallex to process over US\$100 billion in global payments annually:

- **Secure funds:** Funds are held in leading financial institutions and safeguarded in line with local regulations.
- **Security controls:** Airwallex security controls are monitored 24/7 to keep your account safe.
- **International standards:** Airwallex meets the highest international security standards, including PCI DSS, SOC 1 and SOC 2.
- **Licensed and regulated:** Airwallex is licenced and regulated by various financial authorities globally, including by the Monetary Authority of Singapore and Bank Negara Malaysia.

It's easy to get started

With Airwallex Payments, you can boost your checkout experience with no-code to fully customisable solutions. No-code Payment Links allow you to create, share and customise payment links, while plug-and-play integrations expand your breadth of payment methods on platforms like Shopify, WooCommerce, Magento and more. Alternatively, embed a low-code checkout solution on your website or customise your own solution with our Payment APIs.

About Airwallex

Airwallex is a leading global financial platform for modern businesses, offering trusted solutions for global payments, treasury and expense management, and embedded finance. With our proprietary infrastructure, Airwallex removes the friction from global payments and financial operations, allowing businesses of all sizes to unlock new opportunities and grow beyond borders. Proudly founded in Melbourne, Airwallex powers over 150,000 businesses globally and is trusted by brands such as Brex, Rippling, Navan, Qantas, SHEIN and many more.

Next steps for European businesses

Ready to expand your European business to Southeast Asia? Here's how to get started:

1. Market assessment: Identify which SEA markets align best with your product and business model
2. Payment infrastructure: Set up systems that accept local payment methods and currencies
3. Regulatory compliance: Ensure you meet tax, data protection and product regulations
4. Banking relationships: Establish local banking capabilities to manage regional finances
5. Customer experience: Localise your website, pricing and checkout experience

Contact Airwallex today, via www.airwallex.com, to discuss your Southeast Asian expansion plans and discover how our financial infrastructure can support your growth in this dynamic region.

