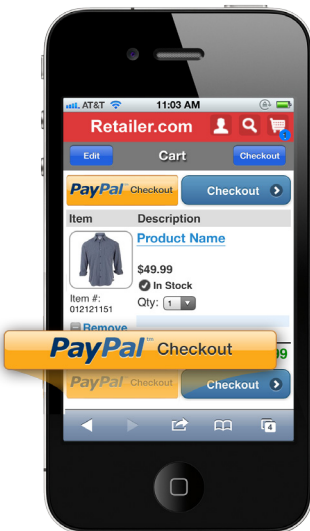


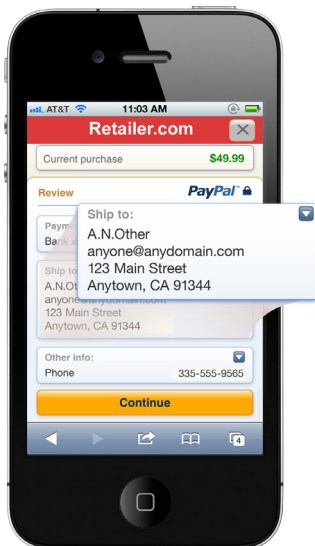


Mobile Express Checkout

Create a mobile payment experience to drive sales lift and up to 34% higher conversion.



Choose PayPal and Login



Review and Complete Order

Higher Mobile Sales and Conversion

- **Tap into dramatic growth:** PayPal is forecasting \$7 billion in mobile payment volume in 2012 – 75% year over year growth.
- **Acquire new mobile customers:** Of 110 million active PayPal buyers, 23 million of them regularly use PayPal on mobile devices – 21% of our total base.
- **Lift sales with higher conversion:** A/B testing shows mobile conversion lift of up to 34% over other payment types.
- **Give customers what they want:** PayPal customers choose PayPal on mobile websites nearly twice as often as on regular websites.

The Simple and Secure Way for Mobile Customers to Buy

Make checkout quick and easy with fewer steps:

1. Select PayPal and log in with a simple password.
2. Confirm payment and shipping information (prepopulated).

Easy Integration

- Leverages existing Express Checkout API to simplify integration.
- Available for iPhone, iPad, Android, and BlackBerry platforms.

“Our data show that Mobile Express Checkout not only **drives conversion** but is also delivering a significant amount of **new customers.**”

Todd Cabell,
Director, eCommerce,
Crutchfield

To learn more, visit

www.paypal.com/mobilecheckout