



Mastercard and HKTaxi Expand Credit Card Payment on Taxis

New “Pay for Street-Hail” function gives local consumers safe, fast and secure credit card payment service for taxi rides all over the city

HONG KONG, January 20, 2021 – With the increasing trend in digital payment among local consumers in mind, Mastercard and HKTaxi take their collaboration to a whole new level with the “Pay for Street-Hail” function in the HKTaxi App – the first taxi-hailing app to support in-app credit card payment for street hailing in the city.

This new development in Mastercard and HKTaxi’s partnership, which started in 2018, aims to address COVID-19-related health and hygiene concerns such as the exchange and handling of cash and further promote Hong Kong as a smart city. Since the launch of its credit card payment function, HKTaxi has accepted more than three million credit card transactions, amounting to over HK\$400 million in transaction value, indicating the rising demand for a digital payment method for taxi riders in Hong Kong.

Using the new “Pay for Street-Hail” function is easy for Mastercard cardholders. Passengers only need to register their Mastercard credit card to HKTaxi and enjoy the in-app payment, without the need to enter card details every time. After arriving at the destination, just follow these simple steps:

1. Open HKTaxi and select the “Pay for Street-Hail” function
2. Select the payment card (only for first-time use)
3. Wait for the app to automatically pair your account with the taxi plate number and the driver’s surname
4. Confirm the information. If the information is not correct, select or input the plate number manually
5. Check the taxi fee amount sent by the driver to the app for confirmation
6. Click “Confirm Payment” after checking the payment information, or revise if needed
7. Review the payment record listed in the app with the taxi plate number and the driver’s surname

“HKTaxi has always promoted electronic payment methods for taxi rides in order to utilize Mastercard’s highly secure global payments processing network. Our latest collaboration - the ‘Pay for Street-Hail’ function - marries the convenience of street-hailing with the benefits of digital payment. Nearly 30,000 drivers are now accepting electronic payment via our app, and we hope that the new feature will bring a pleasant change to the journey,” said **Kay Lui, Co-Founder, HKTaxi**.

“Mastercard is excited to further extend its partnership with HKTaxi, in line with its commitment to support the development of Hong Kong towards a cashless society. With the launch of the new ‘Pay for Street-Hail’ function, passengers can enjoy safe, fast and secure payment when riding taxis, while also giving them more peace of mind amid pandemic-related hygiene concerns,” said **Helena Chen, Managing Director, Hong Kong and Macau, Mastercard**.

From now until March 31, 2021, Mastercard cardholders who register and bind their cards with HKTaxi can redeem a special HK\$15 Mastercard Street-Hail Payment Coupon¹ for their first eligible “Pay for

¹ HKTaxi users who have completed one or more “Pay for Street-Hail” transactions prior to redeeming the coupon are not eligible for this offer.

*Terms and conditions apply for the promotions above.

Street-Hail” transaction with Mastercard credit card. Passengers can also earn a six percent Taxi Dollars rebate on every single street-hail trip paid using their Mastercard credit card with the newly launched payment function*.

Hop on a taxi and travel across the city cashless and hassle-free via HKTaxi and Mastercard now!

Photo Caption



Ms. Helena Chen (left), Managing Director, Hong Kong and Macau, Mastercard, and Mr. Kay Lui (right), Co-Founder, HKTaxi announced the expansion of credit card payment on taxis with the new “Pay for Street-Hail” function via HKTaxi app.

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About HKTaxi

HKTaxi, founded in mid-2013, is the taxi hailing app that has been recognized by the Consumer Council as the best performer in terms of overall taxi hailing success rate. Apart from our taxi-hailing function, we also offer a wide range of features, including electronic payment services, in-app fare estimation, 24-hour bilingual customer service hotlines, and the latest “Pay for Street-Hail function”; we continuously innovate the passenger experience with the aim of making the convenient journey accessible to everyone in Hong Kong. HKTaxi has already processed more than fifty million ride orders and accumulated more than two million downloads. More than 70,000 drivers have registered on our app to provide apt services to citizens.

About Mastercard

[Mastercard](#) (NYSE: MA), is a global technology company in the payments industry. Our mission is to connect and power an inclusive, digital economy that benefits everyone, everywhere by making transactions safe, simple, smart and accessible. Using secure data and networks, partnerships and passion, our innovations and solutions help individuals, financial institutions, governments and businesses realize their greatest potential. Our decency quotient, or DQ, drives our culture and everything we do inside and outside of our company. With connections across more than 210 countries and territories, we are building a sustainable world that unlocks priceless possibilities for all.



Mastercard Communications Contact

Karen Lo

Karen.Lo@mastercard.com

Janus Lau

Janus.Lau@mastercard.com

Mastercard's Agency Communications Contact

Vicky Lo, (852) 2533 9940/ 9886 0423

vlo@webershandwick.com

Sam Cho, (852) 2533 9982/ 9558 8495

scho@webershandwick.com

HKTaxi Contact

Kay Lui, (852) 6464 1507

pr@hktaxiapp.com