

Press Release

OTH 將於 2017 年推出香港的士流動支付、信用咭支付及市場推廣整合服務

香港的士業界即將提供嶄新的電子支付服務，讓乘客以流動支付或信用咭支付車資。服務亦提供一條全新的市場推廣渠道，向乘客發送電子優惠券及推出顧客忠誠計劃，全面提升業界的競爭力。

此項服務由公司 OCTO3 Transaction Hub Limited(OTH)提供。OTH 是由 OCTO3 Group Holdings Limited 及大吉利有限公司組成的合資企業，OCTO3 Group Holdings Limited 是支付科技業界中有領導地位的公司，主要是金融及交易系統基礎設施供應商；大吉利有限公司是香港的士咪錶的主要供應商。OTH 提供的服務將使香港的士業界的營運水平與其他國際都會拉近一大步。

現時全港大約有一萬八千多輛的士，其中 85%的士內安裝之咪錶皆由大吉利有限公司負責安裝及維護管理。而每日的平均搭乘人數大約有一百萬人次，可見 OTH 提供的服務將會為業界和乘客帶來巨大的額外價值。未來 OTH 會透過與不同的金融機構及市場推廣公司合作為的士業界提供更多激勵計劃。OTH 預計將於 2017 年上半年推出服務。

OTH to enable mobile, card payments and marketing programs for Hong Kong taxis in 2017

Hong Kong taxis will finally be equipped to accept mobile and card payments, including marketing programs driving loyalty and couponing. This has been made possible by the combined efforts of Takery Limited, the primary taxi meter provider in Hong Kong, and OCTO3 Group Holdings Limited, a leading financial and transactional infrastructure provider. The two companies have joined forces via a joint venture, OCTO3 Transaction Hub Limited (OTH). OTH will solve a longstanding inconvenience to consumers and bring Hong Kong taxis in line with other modern cities.

Takery Limited installs and maintains taxi meters in approximately 85% of the 18,000 taxis in Hong Kong. With an average of over 1 million riders per day and an average fare per commute at \$80, the added benefits of this change will be quite substantial to both the taxi industry and consumers. OTH will partner with various financial institutions, marketing, and loyalty companies to implement incentive programs for the taxi industry. The services will go live in the first half of 2017.