

WORLDLINE 



# Discover business **in Latin America**

Digital Payments  
for a Trusted World

# Market Snapshot

Latin America is poised to be the future El Dorado for online merchants with international ambitions. Attractive growth rates and rising living standards are encouraging e-commerce and new service development. Plus, with fast-growing internet and smartphone penetration rates, more and more consumers are online every day.

Additionally, Latin Americans love to consume global services, being one of the most relevant regions for the biggest technology companies in the world such as Spotify, Netflix, WhatsApp, and Facebook.



**33** countries



**\$291** billion

e-commerce market size



**650+** million  
population



**30%** YoY growth  
2020-2025



# Latin American Payment Landscape

## Domestic vs. International cards

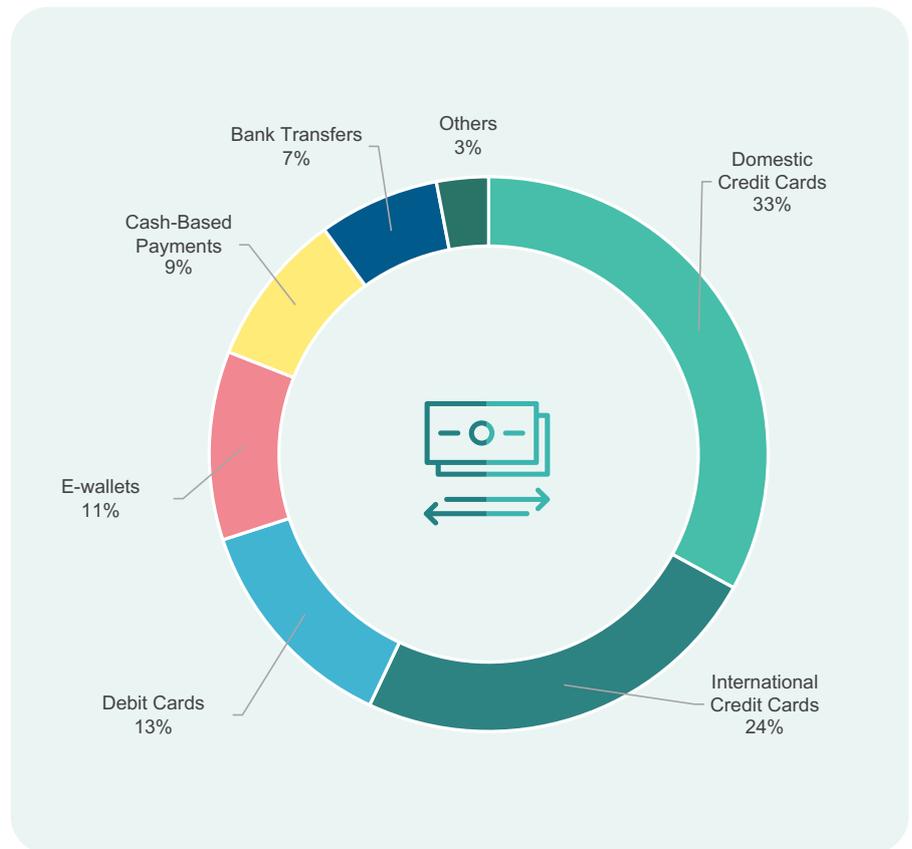
- Domestic or local credit cards can process transactions only in the local currency.
- In some countries such as Brazil, even international schemes such as Visa and Mastercard can be restricted to purchases in the local currency.

## Alternative Payments

- APMs such as cash, wallets, and bank transfers comprise 27% of the Latin American payment landscape.
- They allow the unbanked population and those without credit cards to purchase online.

## Instalments

- Instalment payments for purchases made with local credit cards is a common practice in Latin America.
- According to a survey on consumer behaviour by the Brazilian Consumer Credit Service (SPC Brasil), 79% of Brazilians usually resort to instalment payments.



# Key Challenges of Doing Business in Latin America

## Fragmented Payment Landscape

45% of the Latin American population is unbanked, and though this number is steadily decreasing, it still represents millions of consumers. It is essential to offer a range of payment methods that can be accessed by this unbanked population. Adding to the complexity is the region's fragmented payment landscape. Every country has its own rules and quirks and must be approached on its own terms.

## Low Approval Rates

Issuers treat payment approvals from other countries as riskier transactions. Consequently, payments that are processed cross-border by acquiring banks outside of Latin America have significantly lower approval rates. In fact, traditional off-shore solutions have approval rates of 20-45% for international cards, while Worldline's cross-border remittance solution can help you achieve 60-80% approval rates for local cards.

## Strong Government Regulations

Latin American countries rank between 60 - 188 out of 190 countries in terms of ease of doing business because of their complex legal and regulatory systems. In fact, Brazil fell 5 spots in 2020 despite many positive economic reforms. On the other hand, Argentina, Chile, Mexico, and Colombia have specific legislation for VAT and other indirect taxes for international merchants, with some specific processes to follow.

## Complex Business Environment

Setting up an entity within the different Latin American markets can be complex, especially when businesses are unfamiliar with the local language, culture, business practices, and regulations. This means increased time-to-market and investment required before you can expand your operations abroad.

# One Stop Payment Solution for Latin E-commerce



Worldline has been doing business in Latin America for over 20 years and is well-positioned to help you overcome its difficult challenges.

We can help you enter these markets with ease and do business like a local. You can combine any of the services below to create a tailored Latin American payment strategy that will help you take full advantage of the incredible opportunities these markets have to offer.

## Cross-Border Remittance

The Cross-Border Remittance solution enables you to connect to all the relevant local acquirers via a single integration.

### Benefits

- ✓ No local entity required
- ✓ Access to a wider range of local payment methods, including recurring and instalment capabilities
- ✓ Higher approval rates with local acquiring
- ✓ Simplified taxation, risk, and compliance
- ✓ Fund remittance out of Latin America in USD or EUR
- ✓ One integration into multiple markets

## Gateway

If you already have a local entity in Latin America, but would like to further accelerate your growth, our local payment Gateway is a good option.

Through Worldline's local Gateway service, we simplify your payment activity, locally and globally, by connecting you with major acquirers around the world.

### Benefits

- ✓ Access to an extensive number of acquirers through a single integration
- ✓ Easy routing between multiple acquirers

## Gateway Plus

The Gateway Plus\* option adds enhanced reconciliation to the Gateway services, helping you eliminate accounting errors and fully reconcile all transactions.

Worldline matches the original order to the payment received from the customer and provides extensive reporting back to your business.

### Benefits

- ✓ All the benefits of the Gateway service option
- ✓ Enhanced reporting

\*Only available in Brazil and Mexico

# Worldline Payment Coverage in Latin America

Worldline can help you drive e-commerce growth in Latin America through our global reach, combined with local business, technology, and payments expertise.



# Cross-Border Remittance Solution

## Accepted Payment Methods

### Argentina



### Brazil



### Chile



## Colombia



## Ecuador



## Mexico



## Peru



## Uruguay



## Payment Snapshot

Countries	Cards	Cash-based Payments	Bank Transfers	E-wallets
Argentina	✓	✓	✓	✓
Brazil	✓	✓	✓	✓
Chile	✓	✓	✓	✓
Colombia	✓	✓	✓	✓
Ecuador	✓	✓	X	X
Mexico	✓	✓	✓	✓
Peru	✓	✓	✓	X
Uruguay	✓	✓	X	X

# Gateway Solutions

## Accepted Payment Methods

### Argentina



More than 50 cards available in Argentina

### Brazil



### Chile



## Colombia



## Costa Rica



## Dominican Republic



## El Salvador



## Guatemala



## Honduras



## Mexico



## Nicaragua



## Panama



## Paraguay



## Peru



## Uruguay



# Payment Snapshot

Countries	Cards	Cash-based Payments	Bank Transfers
Argentina	✓	✓	✓
Brazil	✓	✓	✓
Chile	✓	✓	✓
Colombia	✓	✓	✓
Costa Rica	✓	✓	✓
Dominican Republic	✓	x	x
El Salvador	✓	x	x
Guatemala	✓	x	x
Honduras	✓	x	x
Mexico	✓	✓	✓
Nicaragua	✓	x	x
Panama	✓	x	x
Paraguay	✓	x	x
Peru	✓	✓	✓
Uruguay	✓	x	x



## Get Started

Are you ready to start building a successful e-commerce business in Latin America, but not quite sure which payment service is right for you?

**We are happy to offer a free consultation.**

Get in touch with us and one of our payment experts will contact you shortly to discuss your needs and inquiries.



## About Worldline

Worldline [Euronext: WLN] is a global leader in the payments industry and the technology partner of choice for merchants, banks and acquirers. Powered by 20,000 employees in more than 50 countries, Worldline provides its clients with sustainable, trusted and innovative solutions fostering their growth. Services offered by Worldline include instore and online commercial acquiring, highly secure payment transaction processing and numerous digital services. In 2021 Worldline generated a proforma revenue close to 4 billion euros.

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