

### ALL ABOUT BRAZIL'S **FASTEST-RISING** PAYMENT METHOD

Instant payment Pix completely revolutionized payments in Brazil, where it quickly became consumers' new favorite method. With over 133 million users and 24 billion transactions in 2022 alone, it's the fastest-rising payment method in the country.

Released by Brazil's Central Bank in November 2020, Pix not only pushes a movement toward more digital payments in Latin America, but has also established itself as a world renowned case for instant payment methods. There is a payment landscape before Pix and after Pix.

Learn more about this payment system, how it has impacted e-commerce and online payments in the country, and how you can use it to boost your business.



#### THE PIX OF THE MATTER

Pix's big differentiator is speed. While bank transfers take over a few days to clear, Pix is instantaneous. Thus, it can be used as a payment method in physical and virtual businesses, with immediate payment verification – the money will be in the recipient's account in under ten seconds.

represent up to

Pix can

of online sales volume for select

In e-commerce overall, 25% comes from Pix.

merchants.



PagSeguro

By 2025, the instant payment's total share of online sales in Brazil should rise to 31%, the fastest growth rate in the country's payment landscape.



almost

of all money

transfers in Brazil

# THE COUNTRY'S **FAVORITE**

Pix makes up 49.8% of all money transfers in Brazil, much higher than any other format – traditional bank transfers now only represent 25.6%, having been surpassed by Pix in the instant payment method's second month of operations.

In March 2021, Pix also surpassed boletos. By the end of 2022, Pix's transactions alone were more than those from traditional bank transfers, boletos and debit cards.

For online purchases, Pix rises day by day

and pushes a considerable fall for credit cards. Pix will go from 15% of all e-commerce sales in 2021 to 31% by 2025, while credit cards will go from 56% in 2021 to 45% by 2025.

#### IT WORKS SO WELL Accessed directly from banking and e-wallet apps, Pix does

HOW (AND WHY)

not require a lot of data to be filled in: all that is needed is an identification key, that can be:

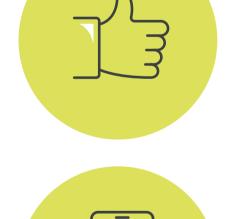
- CPF A random key
- A QR code generated

Cellphone number

- specifically for this purpose

which is good for both the user and the merchant:

Flexibility makes the transaction faster and simpler,



debit card

Option for those

without a credit or



No need for

intermediary

Interoperability

between platforms



EASY AND QUICK



operators

## PIX'S **IMPRESSIVE** NUMBERS



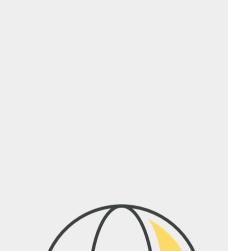
seconds

within

Transfers



operation



authorized to offer it Over

**Institutions** 



transactions per month Over

**Brazilian Reais** 



moved since launch 591 Million

keys registered:

Individuals:

564 million keys

million keys Source: Brazil's Central Bank, March 2022

Companies:

#### CHECKOUT WITH Paying with Pix is very simple and dynamic for users. By offering it as a payment method, you help provide the outstanding online payment experience they deserve. See for yourself:

Online cart ready to go? The **Pay with PIX** user just needs to select to pay

Now, they open their favorite financial app and go to the Pix area

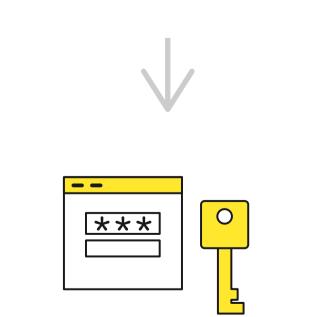
with Pix

If they're shopping through a desktop computer, they can just read the QR Code to finish payment with Pix

When shopping through a mobile device, the user simply has to copy the Pix key and paste it in their app

All done!





THEGAME

More agility, more flexibility, and instant pay: Pix is here to stay and improve the payments scenario in Brazil. Take



HAVE YOU?

HAS CHANGED.

local payments, support, and service and ensure the best shopping experience for your customers, increasing your sales and building loyalty among your audience. We are prepared to allow you to offer Pix to your Brazilian customers. Get started now:

advantage of this innovation by providing

**CLICK HERE AND SHOOT US A MESSAGE!** 

international.pagseguro.com