



## 零現金也能掃貨 新消費時代來臨

Shop Cashless: The Arrival of a New Consumption Era

支付方式多樣化，會員消費超有利。

Diverse ways of payment with many member benefits.

7-ELEVEN首開國內便利商店先例，推出電子錢包icash，開啟非現金購物的時代，更結合會員機制，消費累積的OPEN POINT點數，與銀行、百貨、航空等跨產業合作，讓點數可以兌換商品、點數轉換、虛擬贈禮等多元應用，為每一筆消費創造更多附加價值！2018年更推出自有支付工具OPEN錢包，一支手機完成消費支付、累點及點數折抵，提供更便利的會員消費體驗。

7-ELEVEN is the first convenience store in Taiwan to roll out the e-wallet "icash". It opens the era of cashless shopping and is tied in with a membership mechanism. Members can accumulate OPEN POINT and use them in many ways: exchange points for products, transfer points, or give gifts through virtual channels via our industry collaborators, including banks, department stores, and airlines. Earn more additional value with each purchase! The proprietary payment solution OPEN Wallet, launched in 2018, further improves customer experience by allowing them to make purchase transactions and earn or redeem loyalty points using their phones.



### 行動錢包 一手掌握

會員專屬行動錢包，  
從此出門只要帶手機！

為了迎合每一個顧客的消費習慣，持續導入各種電子票證、行動支付、或信用卡消費等服務，多達十幾種非現金支付方式，讓採買消費更便利。並首創全感應式無紙化信用卡服務，讓感應式行動支付比例為全台通路之冠，打造虛實整合的金融生活圈。

In order to satisfy the consumption habits of every customer, we continue to integrate various forms of payments, such as via electronic stored value cards, mobile devices, or credit cards. We offer over a dozen ways for cashless payment for your shopping convenience. 7-ELEVEN is also the first to roll out a new type of paperless credit card service: customers can choose to store their receipts online instead of printing them out, and have the highest percentage of one-touch payments in Taiwan's retail channels. We aim to set up a financial consumption environment that integrates the virtual and physical world.



支付  
PAYMENT