

# A simple, effective way to reach international customers.

A short story about Multi-Currency Processing from American Express.

Lynn, an Australian Merchant, wants to expand her business internationally. She's looking for a payment solution to help her reach customers all around the world.



## But how does she do it?

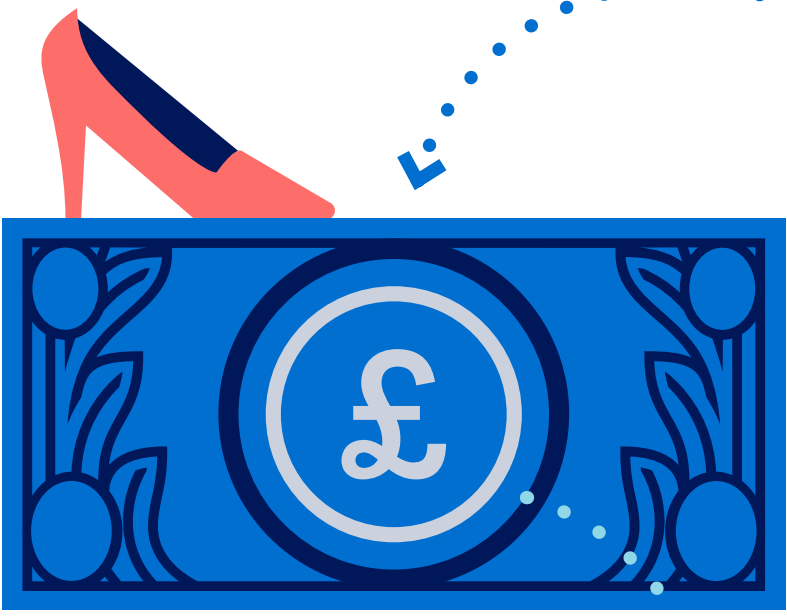
She doesn't have the resources to establish local presence in international markets. Plus she doesn't have the time to deal with the extra work this entails.

With **Multi-Currency Processing**, however, Lynn can use her *current* website to market in multiple currencies. And she's able to process those foreign sales in one simple place. So selling around the world isn't extra work.



Selling in international currencies makes it easier for international customers to shop, and this can help Lynn's business continue growing.

Showing *only* AUD may lead to confusion and increased checkout friction for international customers.



Using **Multi-Currency Processing**, you can choose to sell in over 100 currencies—including USD, CAD, EUR, GBP and SGD; so that customers have the option to pay in their local currency.



Shoppers use their American Express Card to buy in their local currency, and Lynn gets paid in Australian Dollars.

By pricing in local currency, Lynn's site feels more localised, helping increase engagement and sales with international customers.



Lynn reaches Card Members outside her current customer base, and customers all over the world get to shop for Lynn's shoes in their local currency.

To learn more about **Multi-Currency Processing**, speak to your American Express representative or visit the **Multi-Currency Processing** site.