



Press Release

Eurostar Eases Ticket Purchasing for Chinese Travelers Through an Innovative Partnership with EuroPass and PayXpert

London and Paris, February 6, 2025 – Eurostar, in collaboration with EuroPass and PayXpert, has launched a new WeChat mini-program designed to simplify ticket purchasing for Chinese travelers. This strategic development aims to meet the growing demand from Chinese customers traveling individually in Europe and the United Kingdom.

A New Innovative Solution

EuroPass, known for its expertise in creating digital solutions for the Chinese market, has developed an integrated mini-program within WeChat. This program allows Chinese customers to purchase their Eurostar tickets directly through their favorite messaging app, WeChat. EuroPass, in collaboration with its payment partner PayXpert, has integrated WeChat Pay as a payment option for Eurostar ticket purchases for Chinese users, whether from their home country or during their stay in Europe. EuroPass acts as the merchant of record. This means that EuroPass collects payment from the customer and pays Eurostar after the event of any sales made.

Benefits of the Partnership

EuroPass: Through this mini-program¹ integrated directly into WeChat, EuroPass offers an innovative solution tailored to the specific needs of Chinese travelers. "We are very pleased with this partnership with Eurostar and PayXpert. By combining our expertise in the Chinese market with PayXpert's advanced payment technology, we are actively contributing to Eurostar's development in this rapidly expanding segment," said Stéphanie Bachelon, *Director of Operations* at EuroPass.

PayXpert: This project highlights PayXpert's ability to integrate payment solutions into complex digital environments. "Our partnership with Eurostar and EuroPass demonstrates our commitment to providing innovative and practical payment solutions tailored to the evolving needs of Chinese customers. We are proud to participate in this initiative that allows Chinese travelers to purchase their Eurostar tickets easily via WeChat, enabling payment acceptance within the mini-programs," added Nicolas Riegert, *PayXpert's CEO and co-founder*.

Eurostar Opens Up to a New Customer Base

With an increasing number of Chinese travelers opting for individual journeys, Eurostar positions itself to capture this rapidly growing market. The integration of WeChat Pay within the mini-program allows the company to reach these travelers more easily and offer them a seamless and secure purchasing experience. "We are very excited about this collaboration. It enables us to better serve our Chinese customers, by offering them a familiar and convenient purchasing solution. This is an important step

¹ EuroPass is the client's "appointed merchant," and Eurostar pays it after the event for all sales made.





for Eurostar in our journey towards internationalisation and innovation," said Tuesday-Ann Castle, *Head of International development* at **Eurostar**.

A Promising Future

This strategic partnership between Eurostar, EuroPass, and PayXpert marks a significant advancement in how transportation services can be tailored to meet the needs of international markets. By offering customised solutions like this WeChat mini-program, Eurostar demonstrates its commitment to providing an exceptional customer experience to its Chinese passengers, thereby consolidating its position as a leader in the cross-Channel rail transport sector.

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About Eurostar

- Eurostar, the European high-speed rail service, to grow annual passenger numbers to 30 million while minimising environmental impact.
- In 2024, Eurostar carried 19.5 million passengers across its network.
- With a fleet of 51 trains, Eurostar offers the largest international high-speed network in Western Europe, serving 28 destinations in Germany, Belgium, France, the Netherlands and the United Kingdom.
- Eurostar is set to invest in up to 50 new trains, expanding its fleet by 30% and ensuring continued growth and improvement in passenger comfort and service. The first of these new trains are expected to be in service by 2030.
- Eurostar is owned by SNCF Voyages Développement (55.75%), a subsidiary of SNCF Voyageurs, CDPQ (19.31%), SNCB (18.50%) and funds managed by Federated Hermes Infrastructure (6.44%).

About EuroPass

EuroPass, established in 2016, is a French digital marketing agency specializing in digital strategies, mobile payment, and e-commerce solutions for the Chinese market.





About PayXpert

PayXpert is a pioneer in omnichannel payments, subsidiary of Societe Generale Group². We support local and international brands across various industries, providing services both online and in-store. Our vision is to create a payment ecosystem that facilitates an inclusive commerce experience. We have developed services focused on revenue optimisation, performance enhancement, fraud prevention, as well as cross-border payments such as Discover or JCB, and alternative methods like Alipay+ and WeChat Pay. Our solutions also integrate inclusive features for the visually impaired.

www.payxpert.com

² PayXpert Services Ltd, PayXpert Spain SL & PayXpert France are subsidiaries of Societe Generale Group.

PayXpert Services Ltd is partnering with Europass to deliver services to Eurostar.

To learn more about our services specifically for the UK market please refer to PayXpert Ltd payxpert.co.uk (not part of Societe Generale Group).

