



Viva Aerobus increases payment acceptance over 40% by partnering with Worldpay

Why did Viva Aerobus choose Worldpay?

To leverage a global solution: Worldpay's worldwide acquiring capabilities, cross-border solutions, competitive prices, commitment to the Latin American market, proven experience with Mexican airlines, team of specialists, and regional support, were key factors that lead Viva to Worldpay.

To help drive sales: Viva needed a partner who understood the nuances of each market in order to maximize sales. Through Worldpay's network of cross-border solutions, Viva was able to optimize international transactions and reach more consumers worldwide. Since switching to Worldpay, Viva saw an increase in payment acceptance of over 40% percent.

To gain a competitive edge: With more than 25 years' experience in airline payments and an understanding of consumer purchasing behavior and payment processing flows in the international marketplaces, Worldpay gave Viva the edge it needed. In the first quarter 2018, the airline transported over 2.1 million passengers, an increase of 30% over the first quarter of 2017.

To obtain better results: The most obvious advantage Viva felt during the buying process was the number of satisfied customers in different regions of the world and the knowledge demonstrated by Worldpay's business development team.

What was Viva Aerobus looking for?

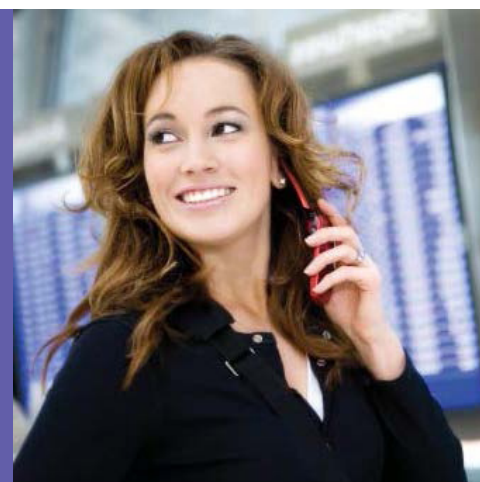
As one of the fastest growing airlines in the world, Viva Aerobus needed a payments partner that could support the company's aggressive expansion plans by increasing the sales volume for international clients and routes, and improving the acceptance rate of international transactions.

"The ultimate challenge is in attracting as many good sales, as quickly and securely as possible, whilst at the same time blocking potentially fraudulent sales. This is Worldpay's expertise and so it was only natural that our partnership with Viva Aerobus would generate incredible results."

Juan D' Antiochia,
Worldpay General Manager in Latin America

"With Worldpay, we discovered benefits beyond our expectations. We had a full return on investment within the first month of integration. If you are not achieving the best level of acceptance on international credit card sales, you need to make the change immediately."

J. Francisco Meléndez, Viva Aerobus
Revenue Assurance, Fraud Prevention and
Payments Manager



About Viva Aerobus

Viva Aerobus is Mexico's low-cost airline. The company started operations in 2006, and today operates the youngest Latin American fleet with 25 Airbus A320, including two A320neo on 91 routes and 37 different destinations. With a clear vision to give all people the opportunity to fly, Viva Aerobus has democratized the airline industry with the lowest rates in México and the lowest costs in Latin America, making their flights the best value offer.

We would love to hear from you. If you have any questions
worldpay.com/airlines