

# eBay Korea Co Ltd in Home Care (South Korea)

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## Abstracts

In recent years, eBay Korea Co Ltd has focused on strengthening consumer awareness of Smile Pay, its own cardless payment system. Smile Pay was initially introduced in 2014 for use on the e-commerce portals GMarket and Auction. To optimise this payment system for mobile platforms, the company is now focused on expanding its affiliation with financial companies and improving security services.

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