

Line Pay's Investment in i-Pass Corporation and Its Benefits, Challenges, and Influence on Market

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Abstracts

Following the announcement of its investment in iPass Corporation, LINE PAY claimed to roll out new services around summer this year. In late March, there were rumors LINE PAY planned to sell its stakes in order to set up a pure-play online bank. These moves are to heat up competition in Taiwan's mobile payment market. This report analyzes the benefits and challenges of these two companies' cooperation while providing insight into the future development of the Taiwanese mobile payment market.

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LIST OF COMPANIES

ADTC

Amazon

Ant Financial

Apple

Asia Pacific Telecom

Audi
AutoNavi
Bank of Taiwan
Beijing Qihua
Cadillac
Cathay
CHB
Cherri Tech
Inc.
Chevrolet
Chunghwa Telecom
Citibank
CTBS
Daihatsu
E.Sun
Easycard
eMapgo
E-safe
Far Eastern
FarEasTone
Firstbank
Ford
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Kyash
Land Bank of Taiwan
LINE
Line Pay
Macrowell
MasterCard

Mega
NavInfo
OnStar
Opel
Paypal
Paytm
PC Home
QiMing
Samsung
Shin Kong
Sinopac
Soft-World
Square
Starbucks
Stripe
Syscom
Systemx
Taipei Fubon
Taishin
Taiwan Cooperative Bank
Taiwan Mobile
Tencent
Toyota
TWMP
UnionPay
VISA
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Walmart
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