

Big Tech Financial Services Landscape

Western Big Tech

Apple

Apple Pay (500M+)

Apple Card

Savings (4.15% APY)

BNPL

Google

Google Pay (150M+)

Google Wallet

Cloud Banking

Plex (cancelled)

Chinese Super-Apps

Ant Group

Alipay (1.3B users)

Yu'e Bao Fund

Ant Credit

MYbank

Tencent

WeChat Pay (900M)

WeBank

LiCaiTong

Insurance

Key Metrics and Regulatory Concerns

Market Reach:

Apple Pay: 500M+ users

Alipay: 1.3B users

WeChat Pay: 900M users

Regulatory Concerns:

Data monopolies

Systemic risk

Anti-competition