

Google Checkout helps you increase sales. And process them for free until 2008.

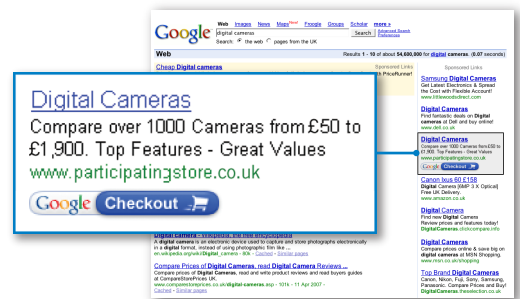


Google Checkout™ is a payments process that you integrate with your website, enabling your customers to buy from you quickly and securely, using a single username and password. And once they do, you can use Checkout to charge their credit and debit cards, process their orders, and receive payment in your bank account.

Here's how Checkout helps your business at every stage of the online sales and marketing process:

Attract new customers

Online shoppers often start with a Google search. Our search advertising programme, AdWords, helps them find you through targeted text ads that appear beside Google search results. Now you can add the Google Checkout badge to your AdWords ads. The badge highlights your store and tells potential customers that shopping with you will be convenient and secure.



Convert more sales

Lengthy checkout and registration processes often frustrate online shoppers leading many to abandon their shopping carts. When your store accepts Google Checkout, your customers needn't be among them. Each Google Checkout user has all their information stored in a single account so purchases can be completed with one simple log-in.

Process transactions for free

Until 2008, all transactions through Google Checkout will be processed for free. From 2008, for every £1 you spend on Adwords, you can process £10 in sales for free through Google Checkout. For example, if you spent £1,000 on AdWords last month, this month you can process £10,000 in sales at no cost. The more you spend to promote your business through AdWords, the more you save on transaction processing fees with Google Checkout.

| Sales Through Google Checkout | Transaction Fees |
|--|------------------------------|
| Sales of up to 10 times your monthly AdWords spend | FREE |
| Sales of in excess of 10 times your monthly AdWords spend | 1.5% + £0.15 per transaction |

If you exceed your free transaction processing for the month, or you don't advertise with AdWords at all, you'll only be charged 1.5% plus £0.15 per transaction.

Protect yourself from fraud

Google Checkout merchants can sell with complete confidence. Checkout proactively identifies and filters out fraudulent transactions, and under our Chargeback Resolution policy, Google evaluates all chargebacks you receive and, whenever possible, fights them on your behalf.

Some transactions are also covered by our Payment Guarantee policy: if you get a chargeback on an eligible transaction and give us all requested documentation and information within 10 days of the request, we'll reimburse you within a week.

[Learn more at checkout.google.co.uk](http://checkout.google.co.uk)