APPOTA
Technology for Change



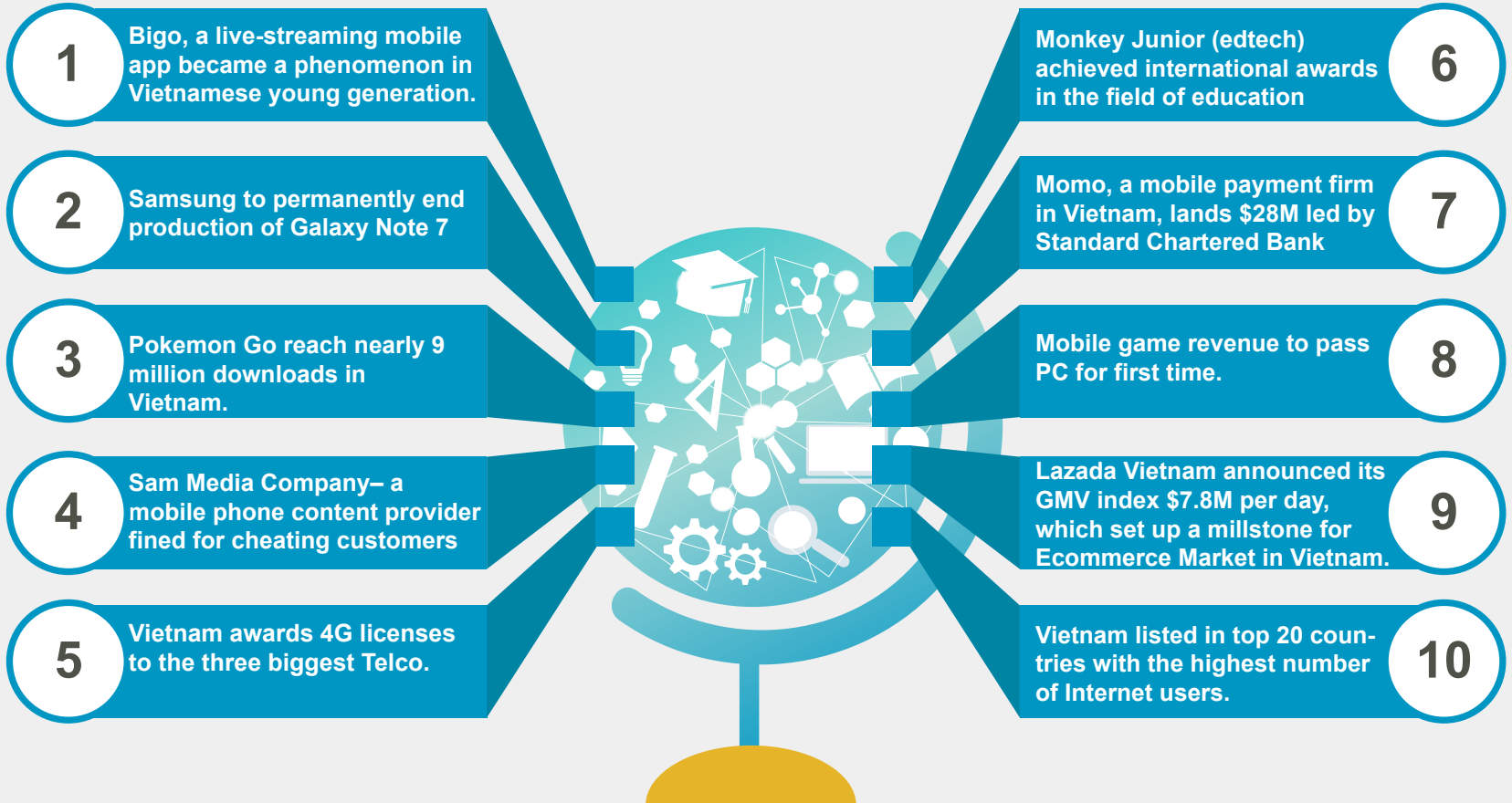
Entering Vietnam Mobile Market 2017

Dialogue

- Top 10 mobile events of 2016
- Mobile Device Trends
- Mobile User Behavior Analysis
- Vietnam Mobile Landscape



Top 10 mobile events of 2016



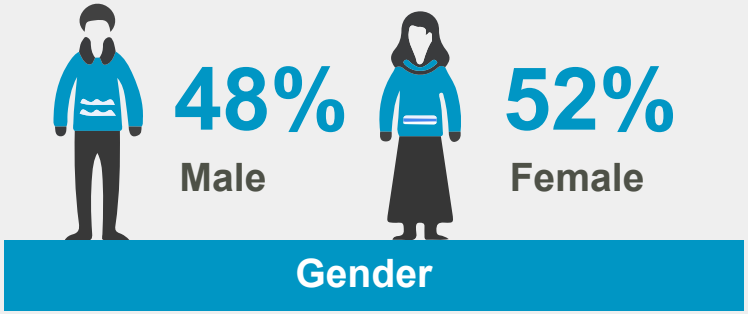


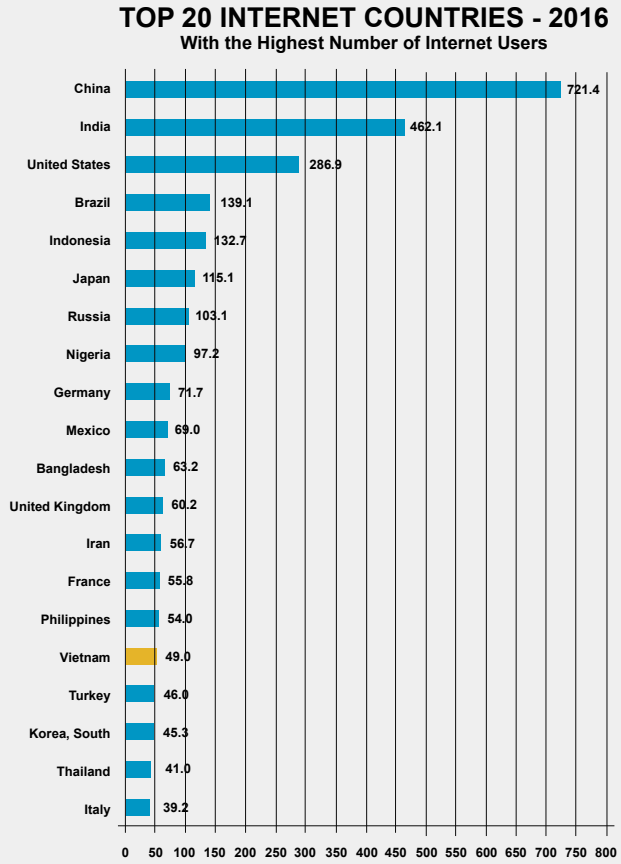
Vietnam
Mobile Device Trends
2016

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Vietnam Internet Users Demographic

- Total Population: 93M+
- Active Internet Users: 49M
- Active Mobile Subscribers: 131.9M
- Active Mobile Social Users: 38M

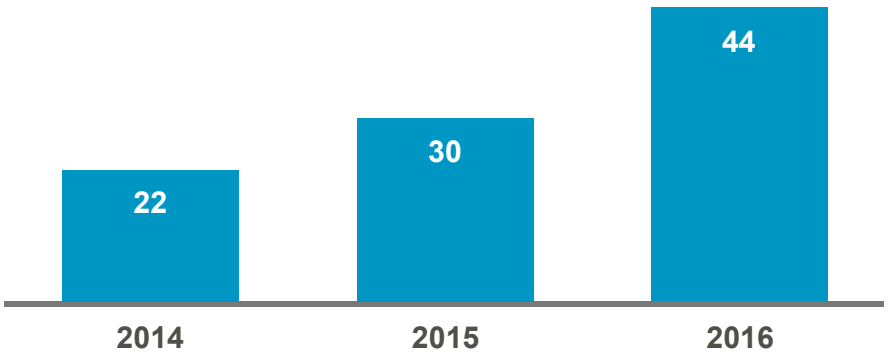




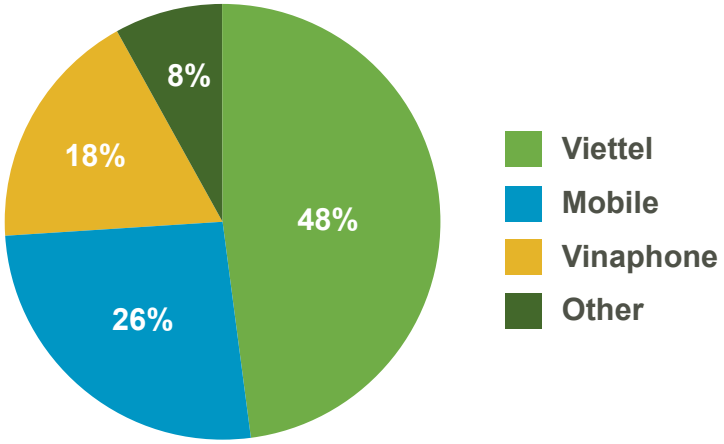
Source: Appota

Vietnam 3G Usage

3G Subscription (YoY) (Million)



3G Subscription Breakout by Telco

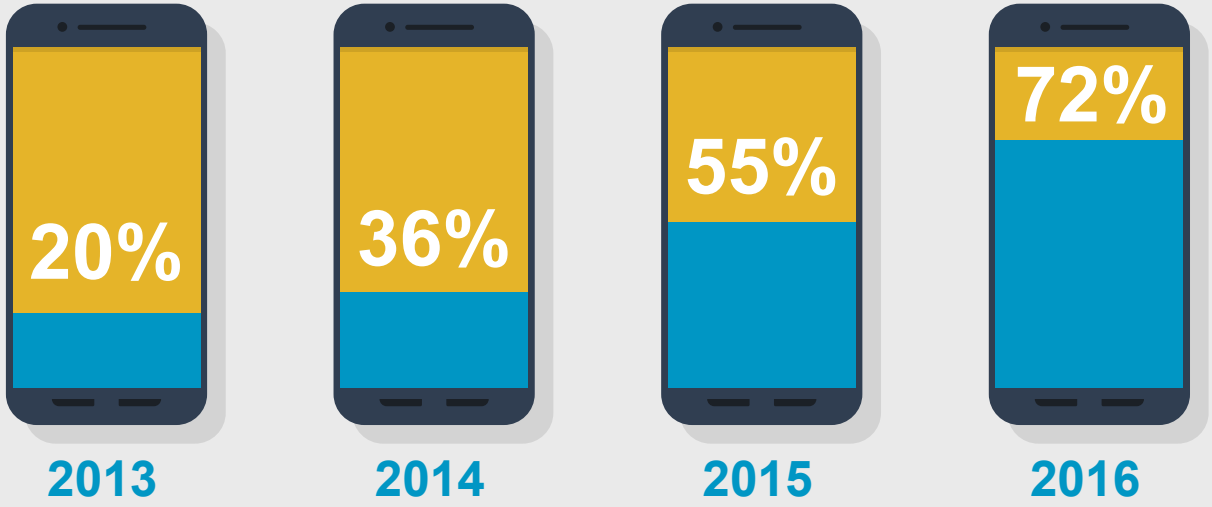


*** Telco have been started launching 4G with big campaign. This would let the number of 4G subscription take off in 2017.**

Source: Zing.vn

Smartphone Penetration

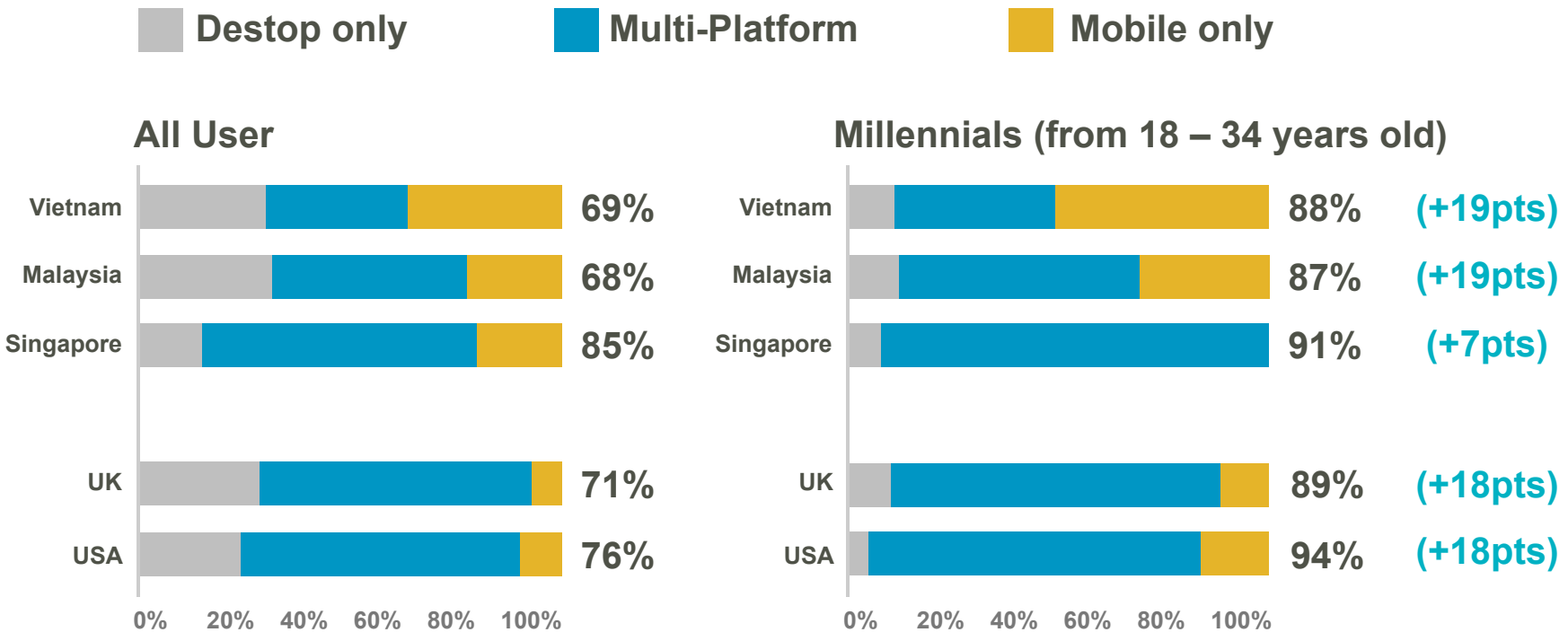
Smartphone penetration in urban areas



*** Smartphone ownership in Vietnam is booming, with current penetration at 72% in urban areas and 53% in rural.**

Source: Consumer Barometer Question: A2. Which operating system do you have on your smartphone? Smartphone users, n=1000 TNS / Google smartphone apps research Vietnam

Using Mobile or Multiplatform?

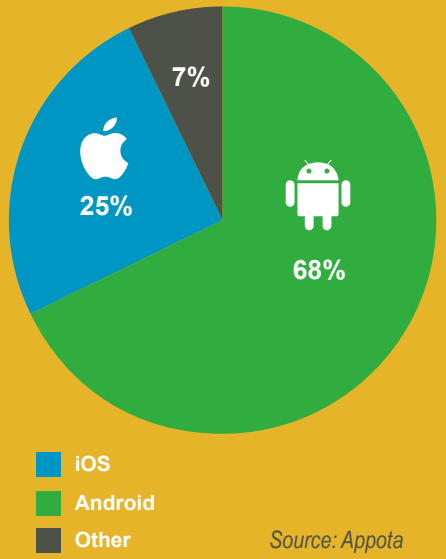


* Younger demographics heavy drivers of mobile adoption in Vietnam to compare with other countries

Source: Comscore

Smartphone OS Breakout

Smartphone Penetration by OS



Source: Appota

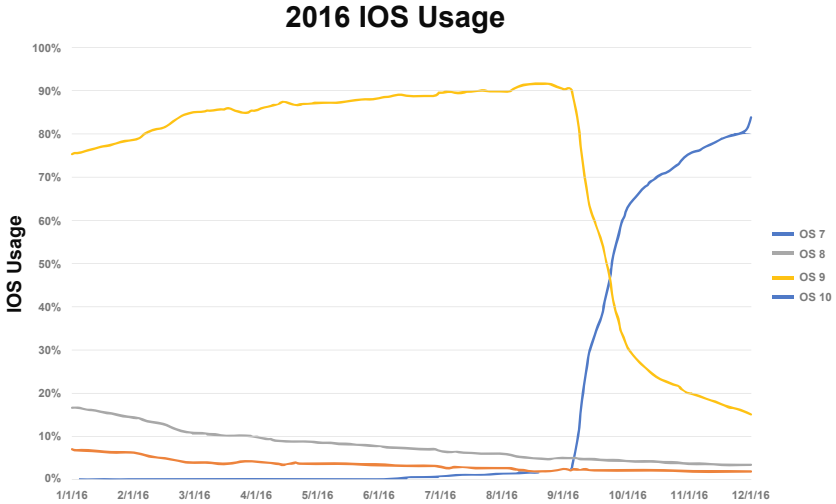
To compare with other countries in S.E.A

Southeast Asia

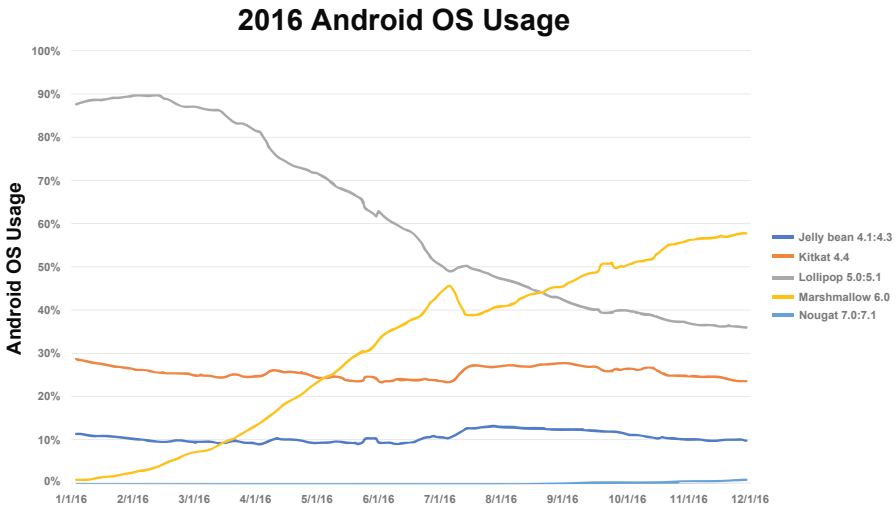
Country	Android OS	IOS
Indonesia	94%	6%
Malaysia	82%	18%
Philippines	81%	19%
Singapore	58%	42%
Thailand	74%	26%
Vietnam	68%	25%

Source: Asian Business Insight

Mobile OS trends 2016



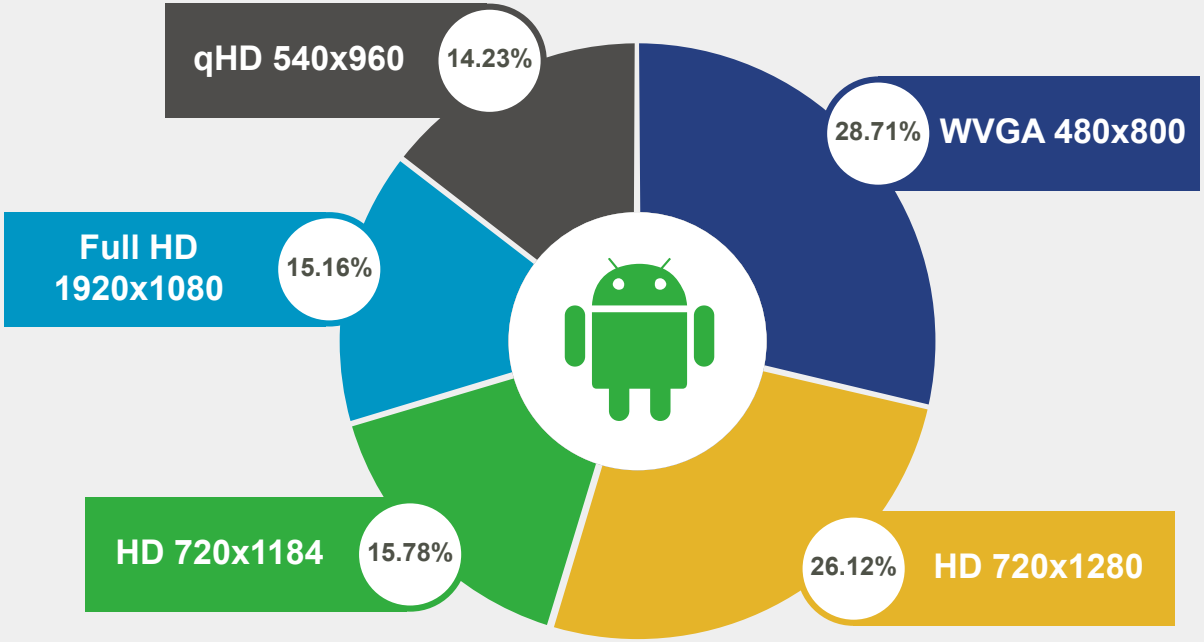
Apple released iOS 10 on September 13th. Three months later, the operating system is deployed on about 84% of iOS devices. This means iOS users always have immediate access to the latest and greatest operating systems released by Apple.



Android Nougat was released at the end of August, and four months later still has <1% adoption! This was explained by that because Android is so fragmented by version, and adoption of the latest OS is slow, their only choice is to focus stability efforts on the Android OSes with the highest usage.

Source: Apteligent

Vietnam Android Screen Break out



Source: Appota

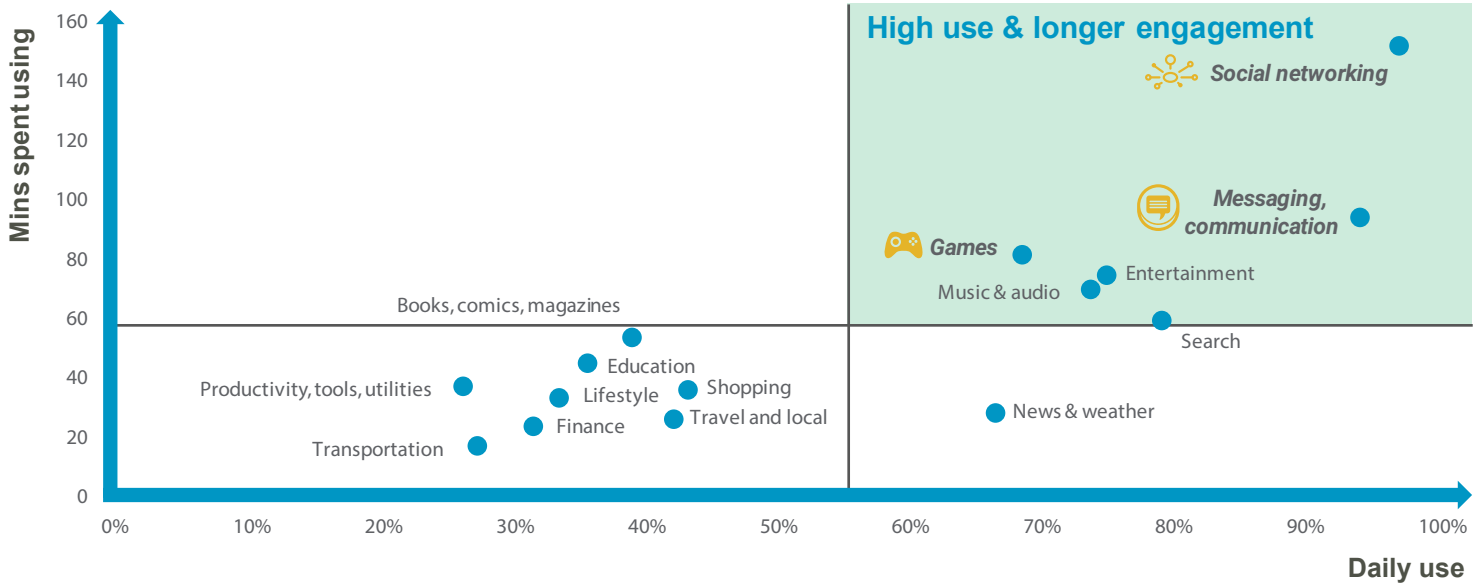


Vietnam
Mobile User Behavior
2016

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Daily user’s behavior

Daily use and time spent with app categories

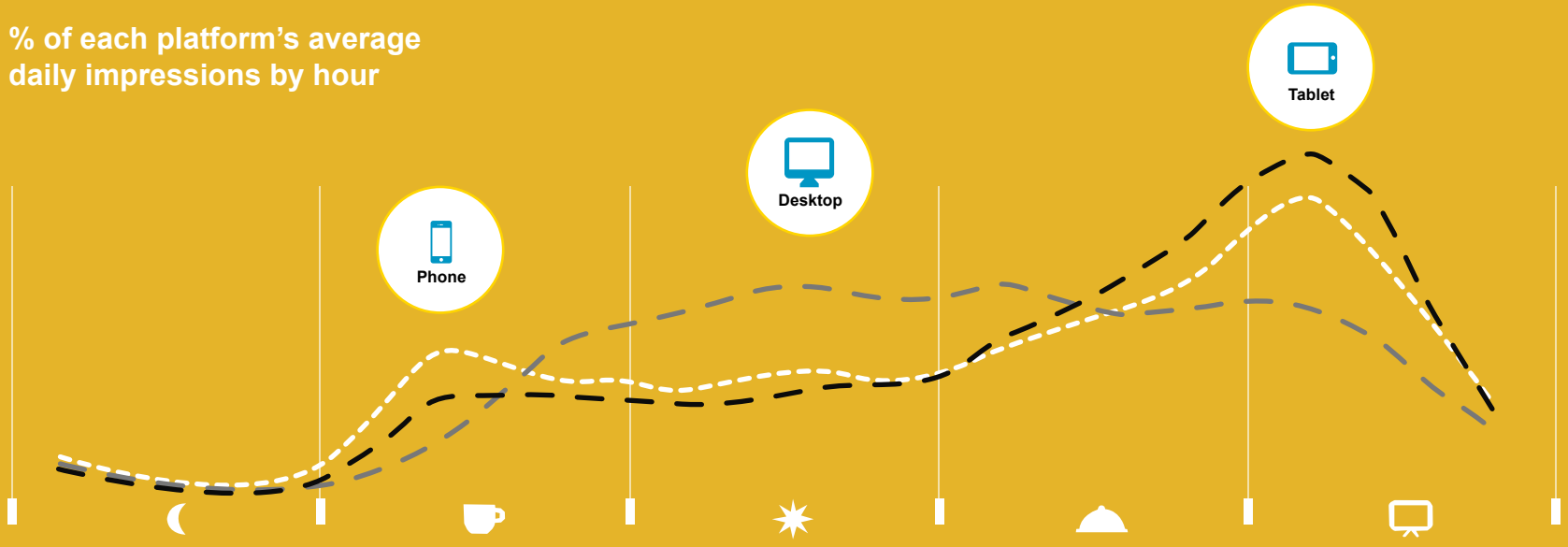


*** Social networking and messaging have the highest use and occupy the most amount time; games also engage**

Source: Question B5. Which of these categories of smartphone app do you use every day? Smartphone users, n=1000 Question B9. Thinking about a typical day, how much time do you think you spend with these kinds of apps? Users of app category n=various (range from n=638 to n=980) TNS / Google smartphone apps research Vietnam

Impression by device through a daily time

% of each platform's average daily impressions by hour



Average time spend online on web, mobile web and mobile app



Time using a web browser on a computer

100 minutes



Time using a web browser on a smartphone

63 minutes



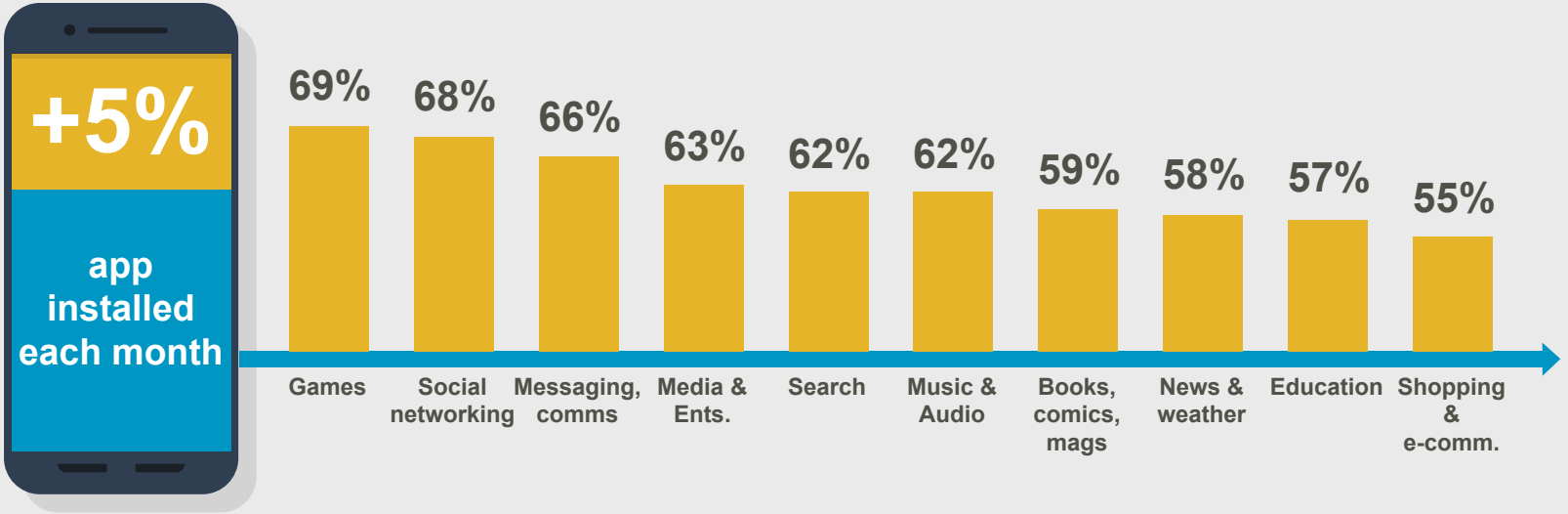
Time using apps on a smartphone, which need an internet connection

51 minutes

114 minutes

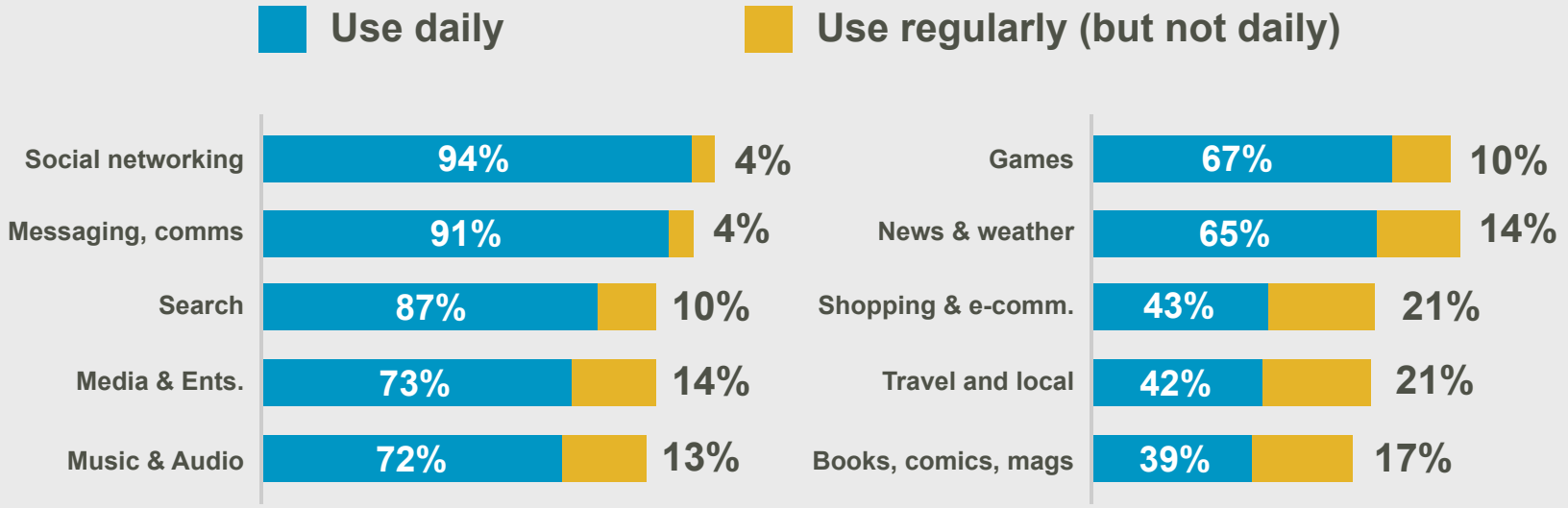
Source: Question: C1 How much time do you think you spent online? Question C2 And what percentage of your online time do you think is spent in the following ways? Smartphone users n=1000 TNS / Google smartphone apps research Vietnam

On average, five new apps are installed each month



Source: Question: B11. How often do you install new apps for these types of apps? Smartphone users, n=1000 TNS / Google smartphone apps research Vietnam

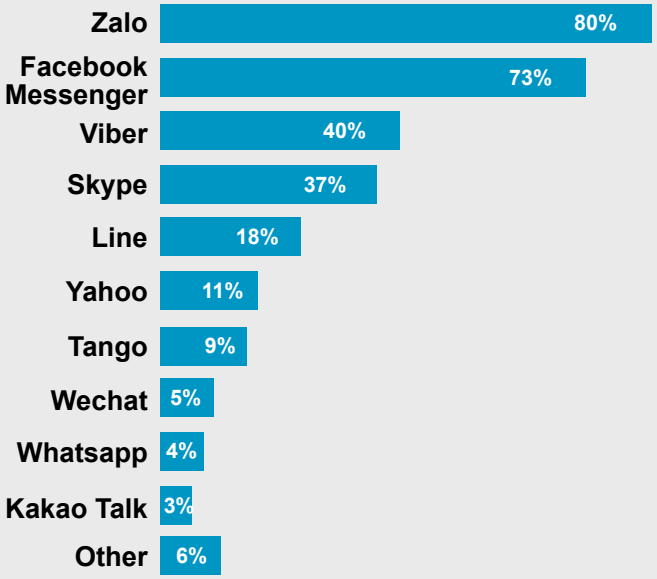
Frequency of using app categories



* Social networking and messaging apps are used every day by almost all smartphone owners

2016 year of Messaging App

TOP MESSAGING APPS IN VIETNAM



TOP MESSAGING APPS ACTIVITIES IN VIETNAM

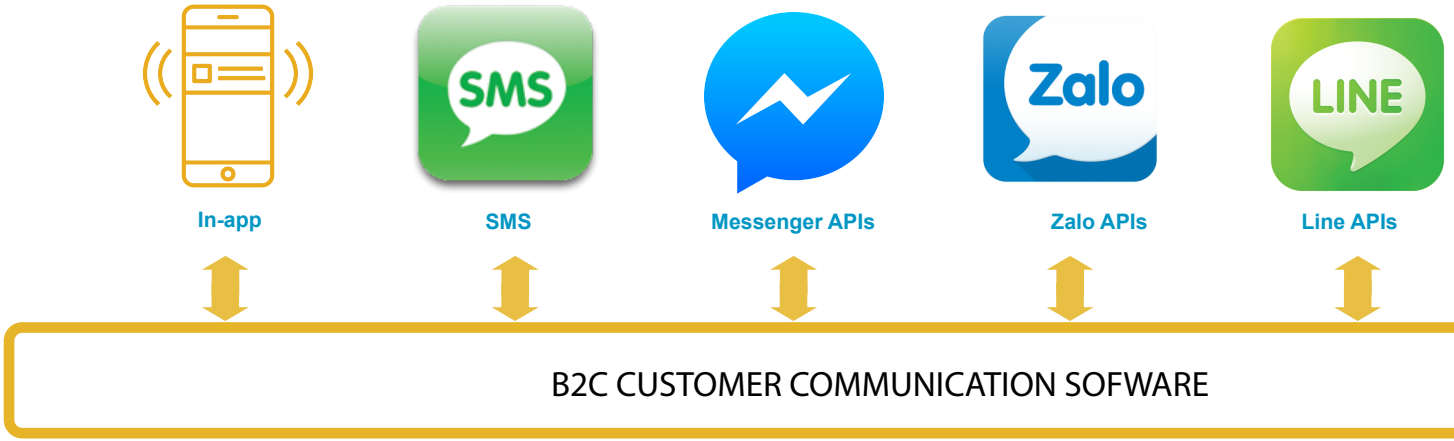
	18 - 25	26 - 30	30 - 35	35+	Total
Text messaging	82%	79%	80%	73%	80%
Send photos	57%	57%	62%	56%	58%
Phone calls	53%	59%	59%	51%	56%
Video calls	40%	42%	39%	34%	40%
Voice messaging	25%	24%	17%	16%	23%
Share feelings	21%	22%	22%	21%	22%
Read news	19%	22%	21%	27%	21%
Share updates about friends, relative	19%	20%	25%	17%	20%
Chat rooms	18%	15%	15%	6%	6%
What videos	12%	15%	13%	18%	14%
Find friends / make friends	14%	13%	13%	18%	14%
Online shopping	10%	10%	14%	11%	11%
Othes	3%	0%	5%	2%	2%

% of responents in each group
Note: n = 1,200; via smartphone: respondents chose top 3

Source: Appota

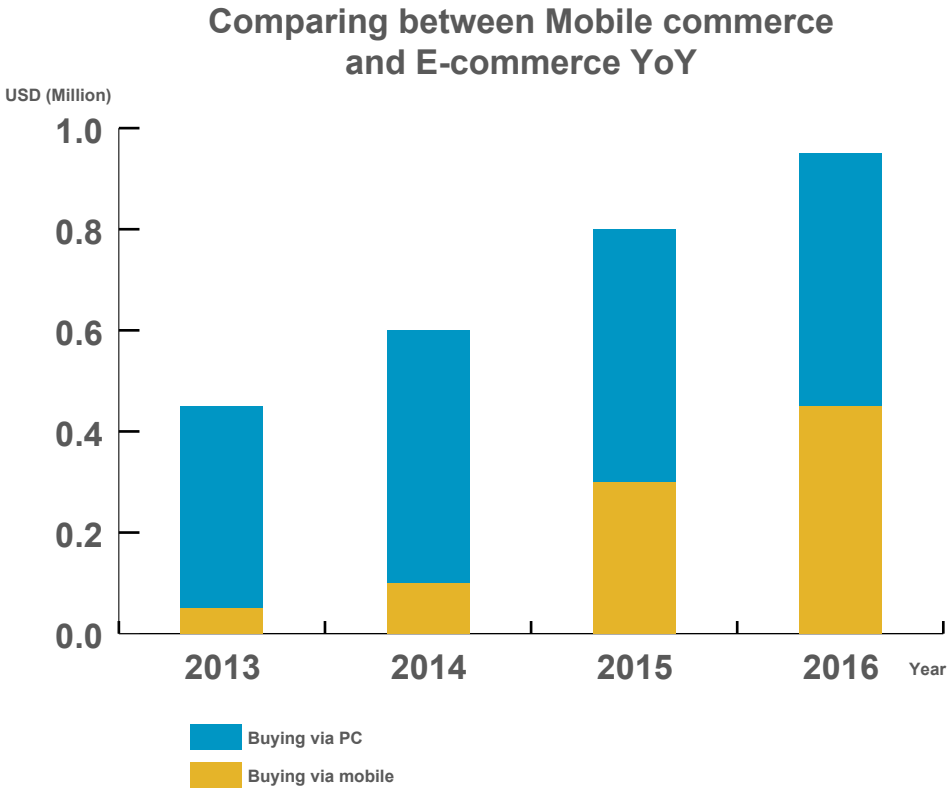
2016 year of Messaging App

The messaging landscape



Messaging app now is just only to use with your friends and family, it extends to bill paid, shopping, instruction and entertainment. In 2017, enabling technology: Context, identity, and AI will help messaging apps to grow tremendously and even surpass Social Networks.

Vietnam Mobile commerce 2016



E- Commerce App is used to research and purchase

More than 31 % online shopping is estimated to be from apps

Food , are more likely to be purchased via mobile rather than from a laptop.

Lazada: 36% of market share is the market leader

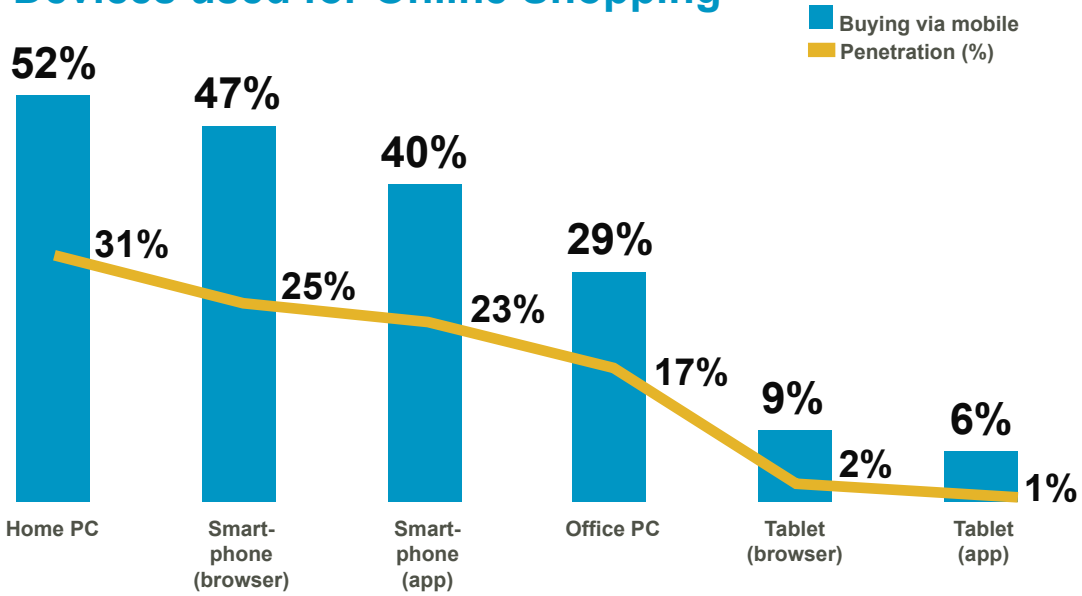
49% spend from 10 to 20 usd

More than 30% shop 2-3 times per month

Source: Euromonitor, VNG

Devices used for online Shopping

Devices used for Online Shopping



* Mobile commerce is gaining momentum is growing markets. In Vietnam, more consumers are beginning to use their smartphones to make purchases rather than their conventional computers. PC-commerce is shrinking at a slow rate, with the mobile space thriving as more retailers begin to offer mobile-centric services

Source: Q&Me

Lazada(B2C)

10m-50m Download

Dominantly popular shopping site in Vietnam. The mobile app users get 50,000 VND at the time of app installment and more promotions afterwards.

Chợ tốt(C2C)



1m-5m Download

Able to trade among individuals. Cars and houses are sold as well. Buyers contact the sellers through chatting, telephone, SMS and email. Payment and delivery method is up to them.

iCheck(Shopping App)

1m-5m Download

One of the many barcode-reading-apps. This app tells you so much information about your products such as fake/real, harmful to health, shops that have the products etc.

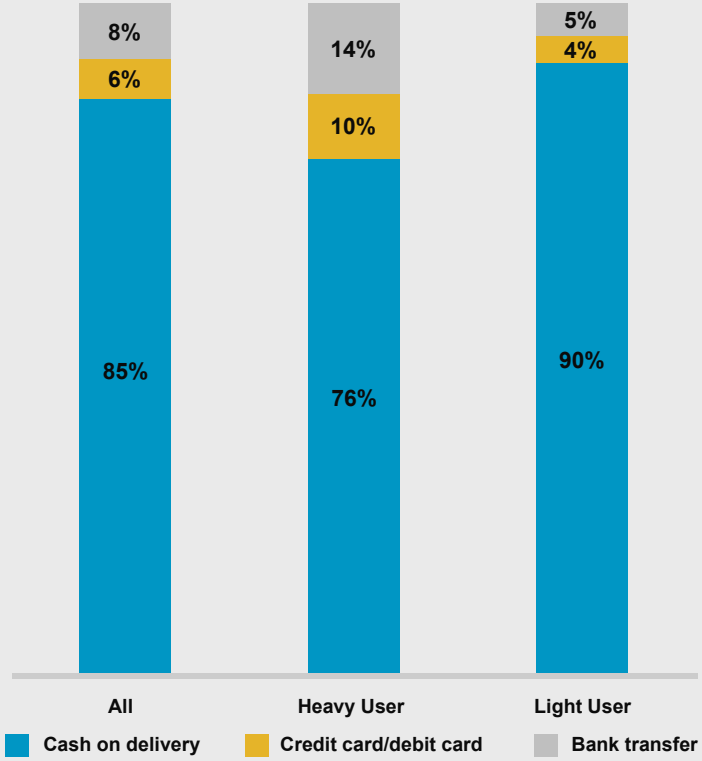
Quà tặng Galaxy(Shopping App)



1m-5m Download

One of the many barcode-reading-apps. This app tells you so much information about your products such as fake/real, harmful to health, shops that have the products etc.

The way Vietnamese users pay for e-commerce



85% of EC users choose cash on delivery as a payment method.

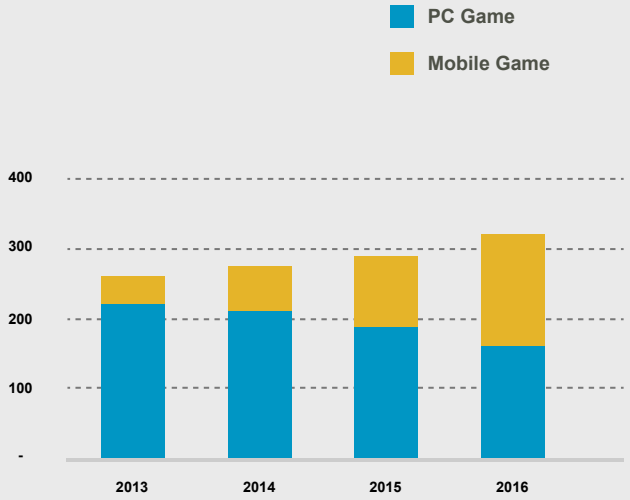
On the other hand, heavy users use credit/debit cards and bank transfer more often, so consumer's concern about purchasing may lead to cash on delivery.

Also, high usage rate of cash on delivery results in high order cancellation rate in Vietnam.

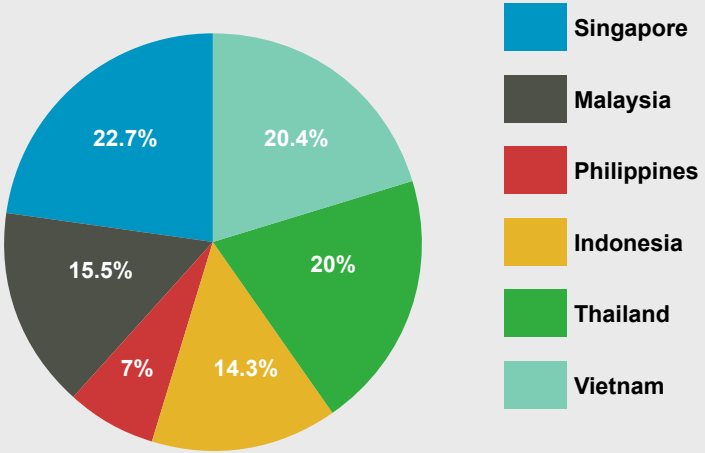
Source: Q&Me

Mobile Game 2016 Overview

Market size Vietnam YoY(Milion USD)



Vietnam Game Revenue to compare with other countries in S.E.A



* Total Revenue of BIG 6 S.E.A: 783.10 Milion USD

Mobile Game Publishing in Vietnam 2016

Top Successful Mobile Game in 2016

Ỷ thiên 3D



Võ lâm truyền kỳ mobile



Liên Quân Mobile



Ngôi Sao Thời Trang 360mobi



Tập Kích VTC



Top Publishers in the market

GAMOTA Deliver Mobile Games

VNG

VTC GAME GAME IS LIFE

VTC mobile for eLife

Garena

Top Global Game Downloads



8.8M downloads



8.1M downloads



7M downloads

Vietnamese Gamers love to play trending global games. Pokemon: 8.8M downloads, talking tom 8.1M downloads, Slithe.io with 7M downloads. However casual game doesn't work in Vietnam in term of revenue. (due to payment method and user's behavior).

Vietnam Mobile Ecosystem

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