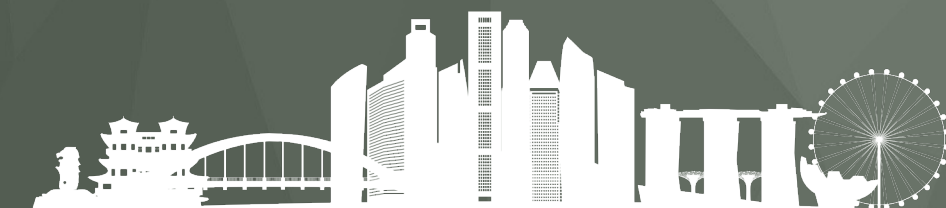


Keynote | [E-Commerce Marketing] Driving Profitability for E-Commerce in Emerging Markets



ADRIEN KWONG

Global Monetization Solutions VP
SHAREit

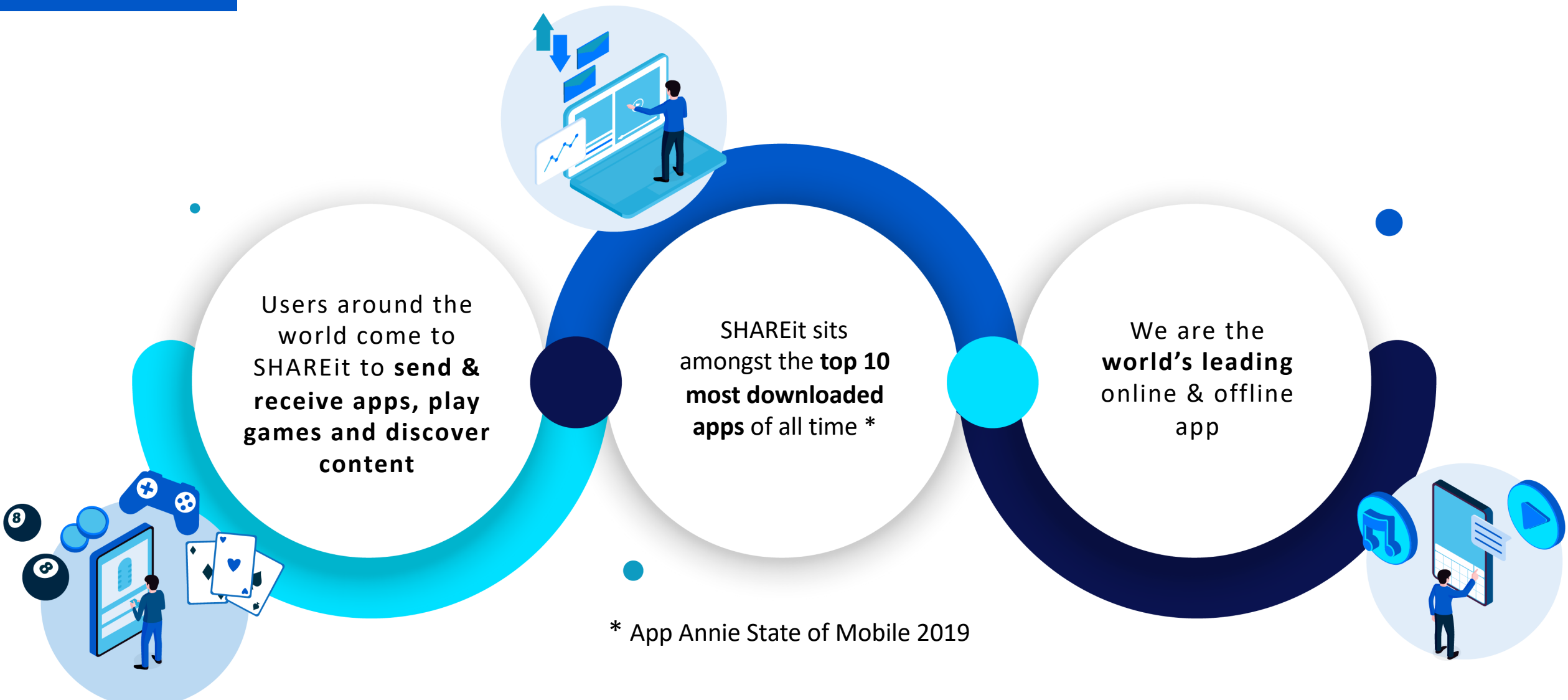




Driving Profitability for E-Commerce *in Emerging Markets*



Who are we ?



Users around the world come to SHAREit to **send & receive apps, play games and discover content**

SHAREit sits amongst the **top 10 most downloaded apps** of all time *

We are the **world's leading** online & offline app

* App Annie State of Mobile 2019

SHAREit in SEA

Power of P2P Sharing



First Official In-App Channel Partner



PERFORMANCE INDEX 15

SHAREit accounts for **30%** of all Android apps in SEA

3rd largest mobile media source after Google & Meta

TECHNOLOGY, IN OTHER NEWS

Google has chosen SHAREit as one of its first peer-to-peer sharing app partners

DECCAN CHRONICLE.

Published Oct 26, 2018, 7:57 pm IST

Updated Oct 26, 2018, 7:57 pm IST



Google has recently chosen SHAREit as its first peer-to-peer sharing app to start its security metadata program integration.

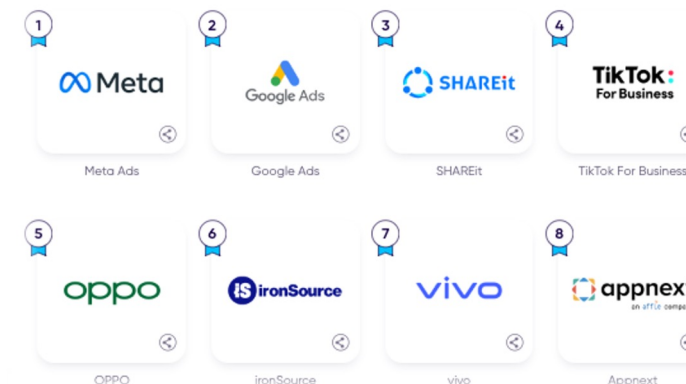
All apps that are downloaded through SHAREit enjoy

- Play Store Attribution
- Check/Block for Malicious App
- Auto Install
- Auto App Updates
- Google Play Protect

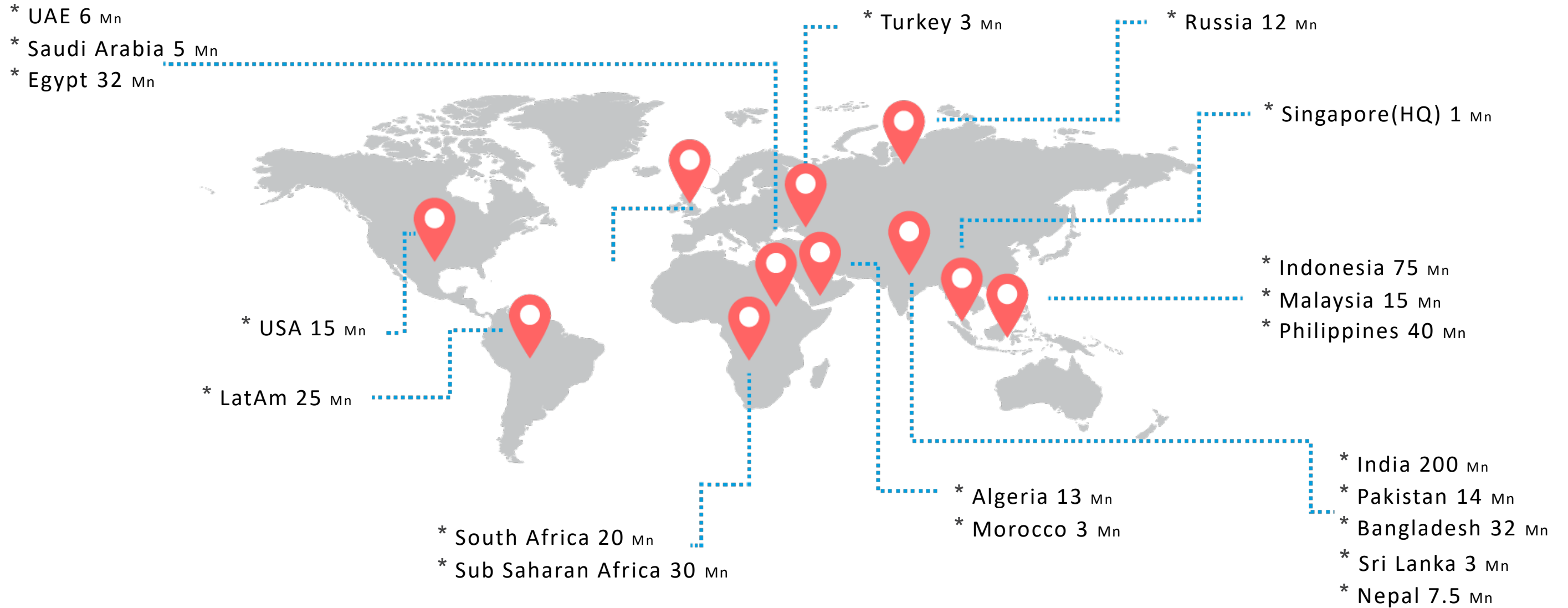
The AppsFlyer IAP Index

Sub-Region: Southeast Asia | OS: Android | Industry: Non-Gaming | Category: Shopping - Ecommerce

Power ranking | **Volume ranking**



SHAREit *global* footprints

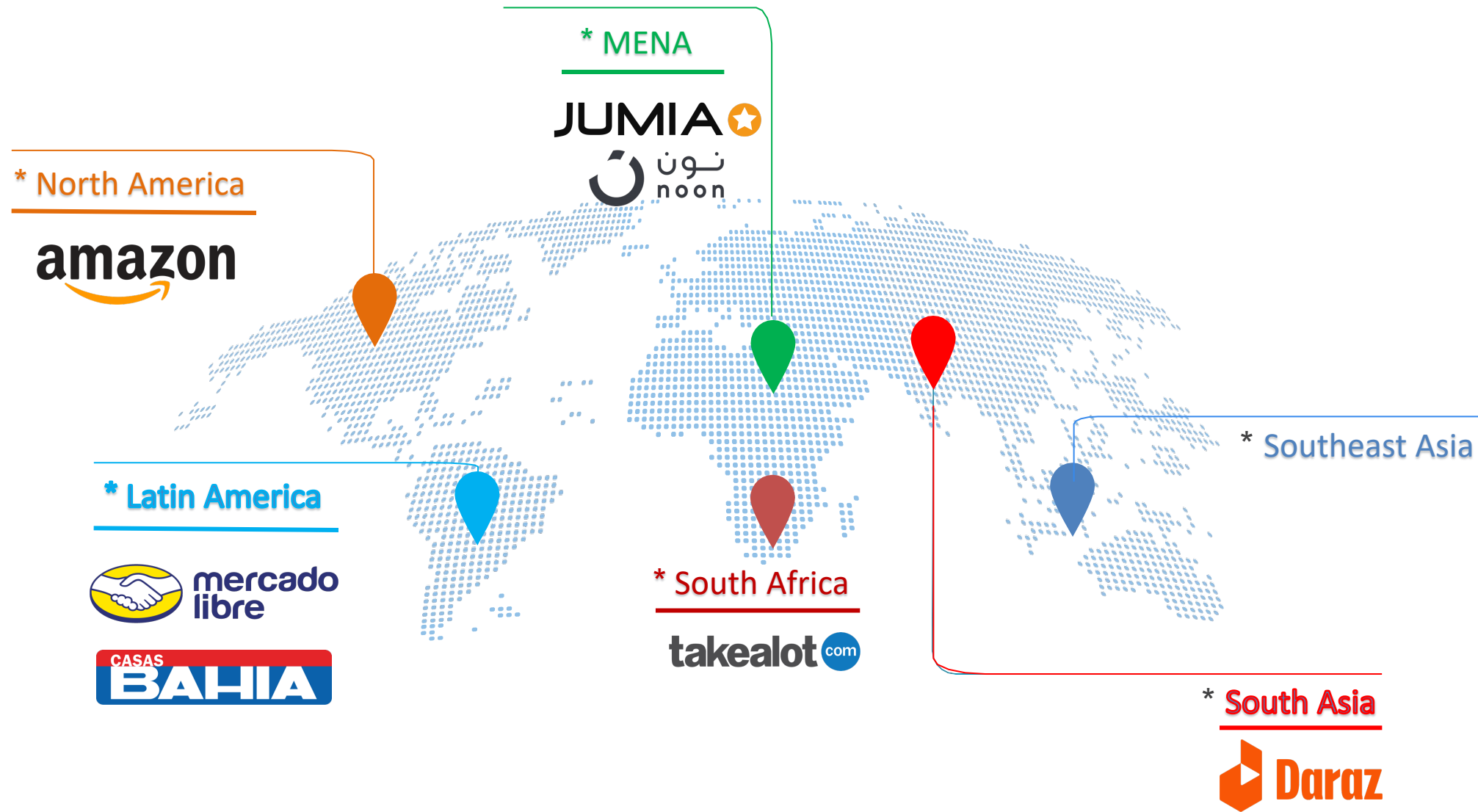


Mn: Million | MAUs: Monthly Active Users | Bn: Billion

2.4 Bn+* Global Users | 500 Mn MAUs | 150+ Countries | 45 Languages



A platform of choice for global E-Commerce players



- tokopedia
- bukalapak
- blibli
- Shopee
- Lazada
- Grab
- ZALORA

50+ E-commerce Clients | 10 Mn Installs Every Month

A Case Study

Hyper-Growing **Shopee**

Unmatched Traffic

50 Mn – Total App Installs delivered by SHAREit so far

Effective Scaling

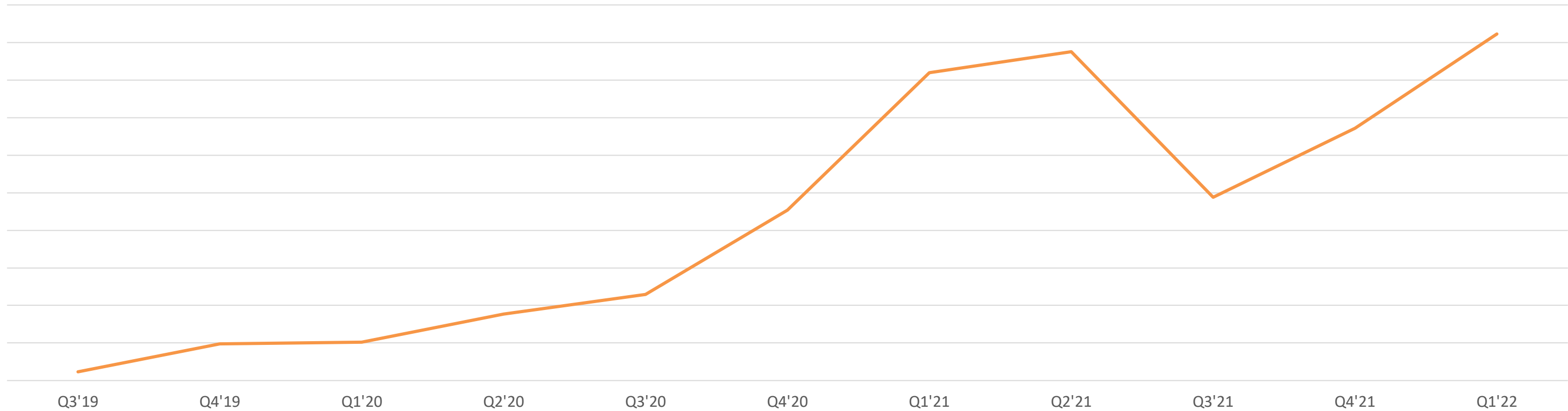
42X - Times by which installs has grown since Aug'19

Global Campaigns

2 to 8 Countries – The campaign starting from ID & PH, and expanded to MY, BR, TH, IN, MX, CO

Market Leaders

We are Shopee's **leading source of new buyers**



Installs | Shopee UA Campaign by SHAREit (Indexed)

We offer 3 USPs for Brands

Deterministic Interest

- 1st Party data of shoppers
- ~100 interest categories
- 2.4B+ identity map

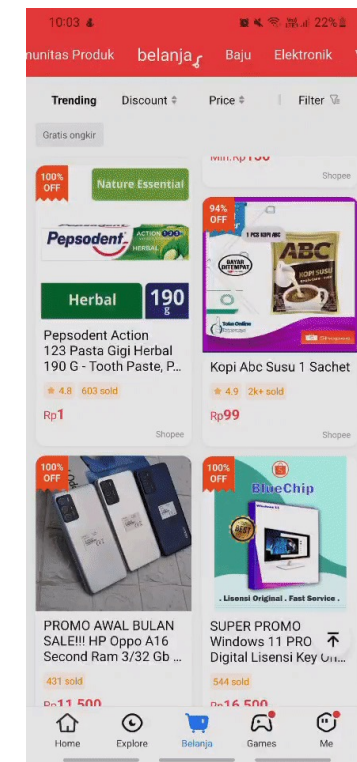


App-only Sessions

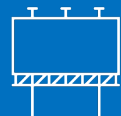
- Appographic capabilities
- 100% App-to-app user journey
- App internal knowledge



Own Inventory & Unique Scenario



Drive revenue-based outcome to align to your business goal



Generate Brand awareness



Acquire new customers



Increase customer lifetime value

We understand Brands' Pain points

Which E-commerce platforms should I invest on ?



How to allocate our investment across on-platform and off-platform ads ?



What's our Total Addressable Market (TAM) across target audience in the same category?



Building the SHAREit DMP

➤ *What is the SHAREit DMP ?*

A Detailed User Shopper Index

➤ *Why is it relevant for brands ?*

**It empowers efficient targeting
to reach real shoppers for your
brand**

➤ *How did we get to this?*

**Over the past 4 years, we learnt
about users' interest from the
way they engage with ads and
their post click behaviour**

We are the **only ad channel** with



Building the SHAREit DMP

Components of SHAREit DMP

1 E-com Ad Behaviour

We see how our users engage and convert with ads overtime on our platform



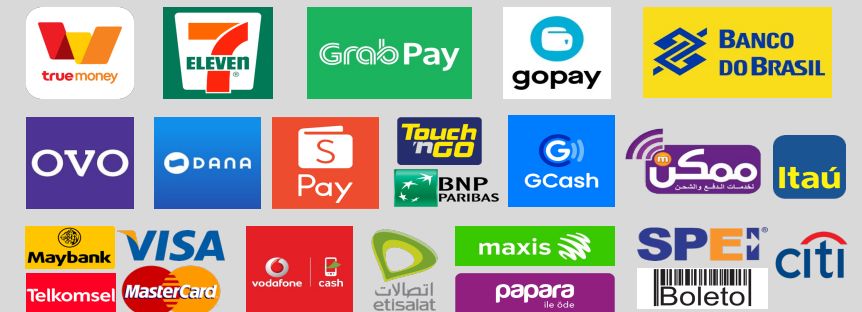
2 Own In-App Users

Aside from our flagship SHAREit app, we own a group of Apps

- Appographic capabilities
- 100% App-to-app user journey
- 2.4 billion users

3 Payment Services

PayerMax is a one-stop payment solution with 350+ payment methods, covering 30+ currencies



SHAREit DMP

An Example: Fashion in Indonesia

Looking Beyond Demographics and Interest Data

Identity Map

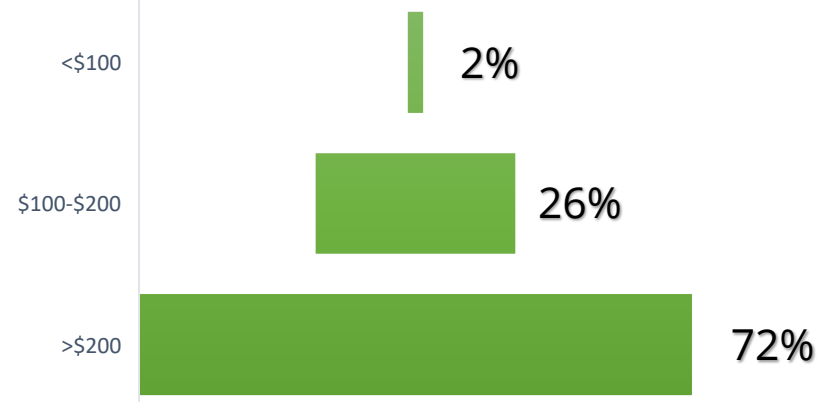
Gender Split



Age Group



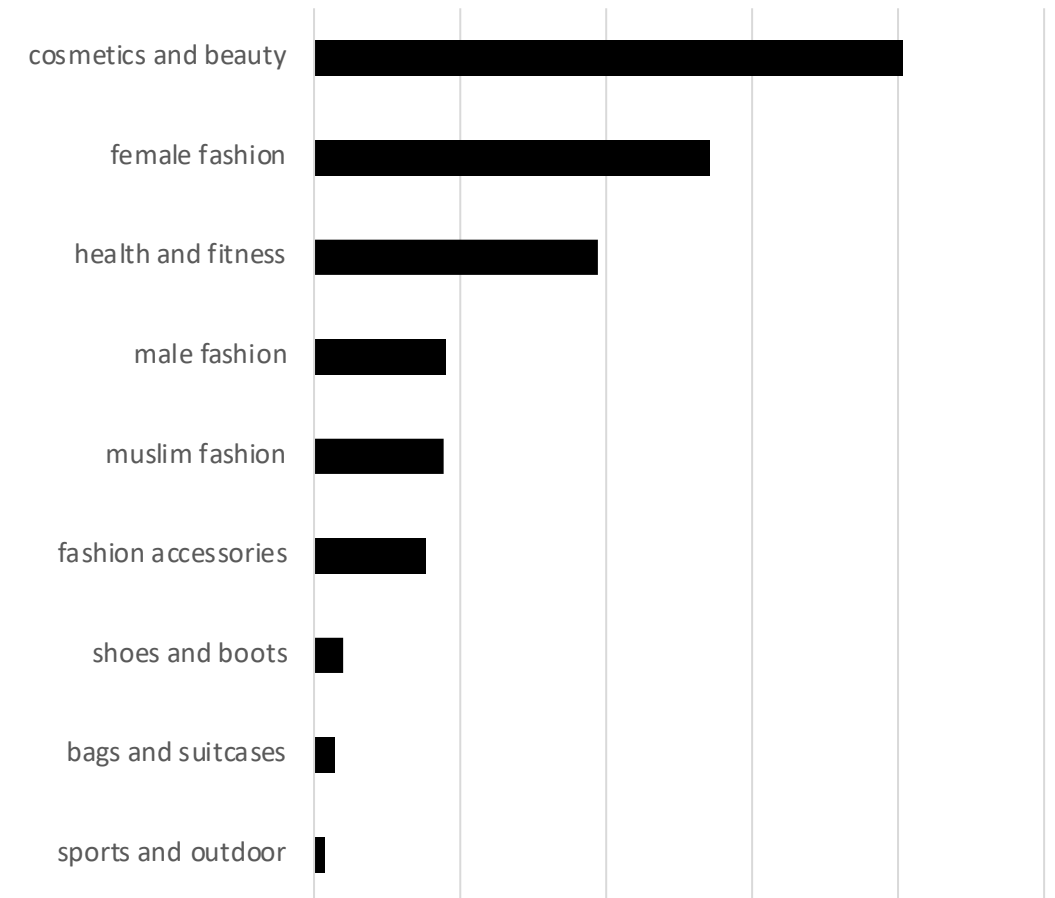
Device Type



**“We cover 80 Mn users
in Indonesia
with ~25 B annual
spending”**

Shopper Interest

Transaction volume (indexed)



An Example: Fashion in Indonesia

Developed Insights on **Sub-Category Economics**

Category	Product Interest %	Est. GMV %	Average Selling Price (USD)	Average Order Value (USD)
Cosmetics & Beauty	6.10%	6.50%	1.58	7.3
Female Fashion	4.20%	2.60%	2.74	22.4
Shoes & Boots	4.10%	1.50%	4.75	0.62
Home & Living	3.10%	3.60%	1.44	22.03
Muslim Fashion	2.50%	2.60%	1.62	16.98
Health & Fitness	2.30%	1.30%	3.07	13.83
Fashion Accesories	2.00%	4.00%	0.85	49.05
Bags & Suitcases	2.00%	1.00%	3.48	24.43
Sports & Outdoor	1.90%	0.80%	3.88	81.36
Male Fashion	1.80%	0.50%	5.8	10.79

Data Source: SHAREit DMP, based on 1-month GMV value USD \$2.5~ billion

Converting Data into Action

How we work with Samsung

Insights
Analysis

Traffic insights –
Market Share by destination

Samsung Product Sales
across E-com platforms

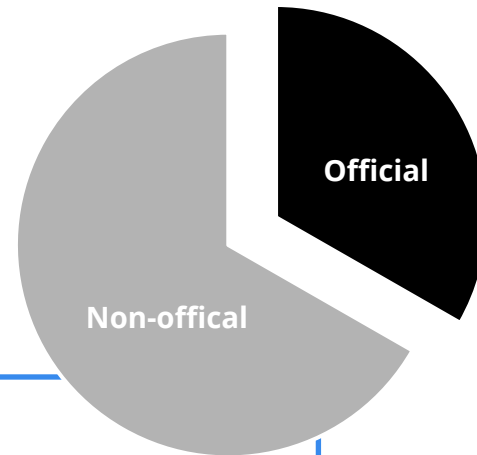
Competitor Insights –
Market Share by addressable audience

Samsung Product Users

- Demographics
- Interest
- Shopping behavior

Competitor Product Users

- Demographics
- Interest
- Shopping behavior



Action Plan

GTM
Strategy

×

Media Plan

Brand
Goal

Optimise
media mix

+

Expand user
base

Get in touch



Adrien Kwong
VP, Global Monetization Solutions
SHAREit Group