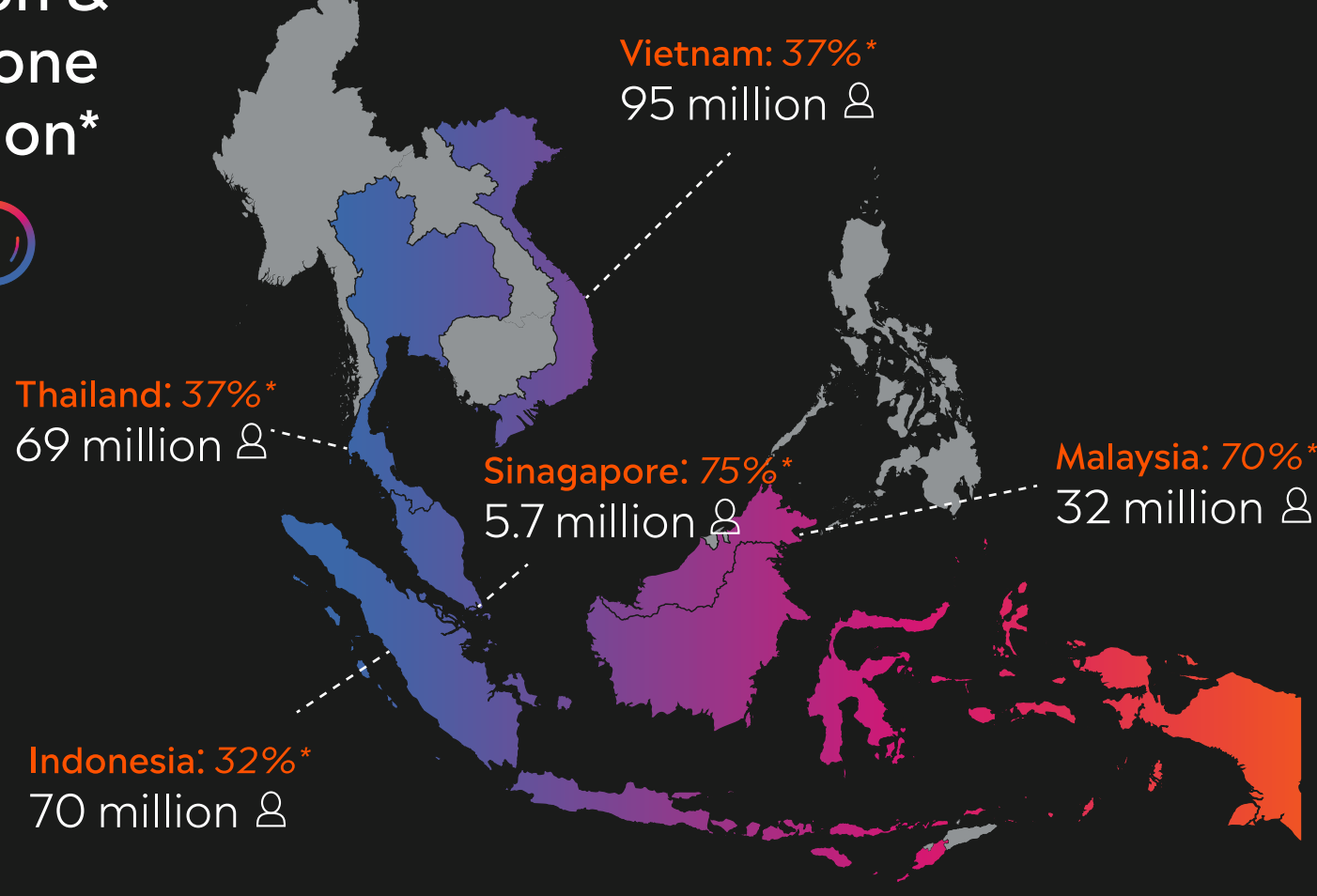


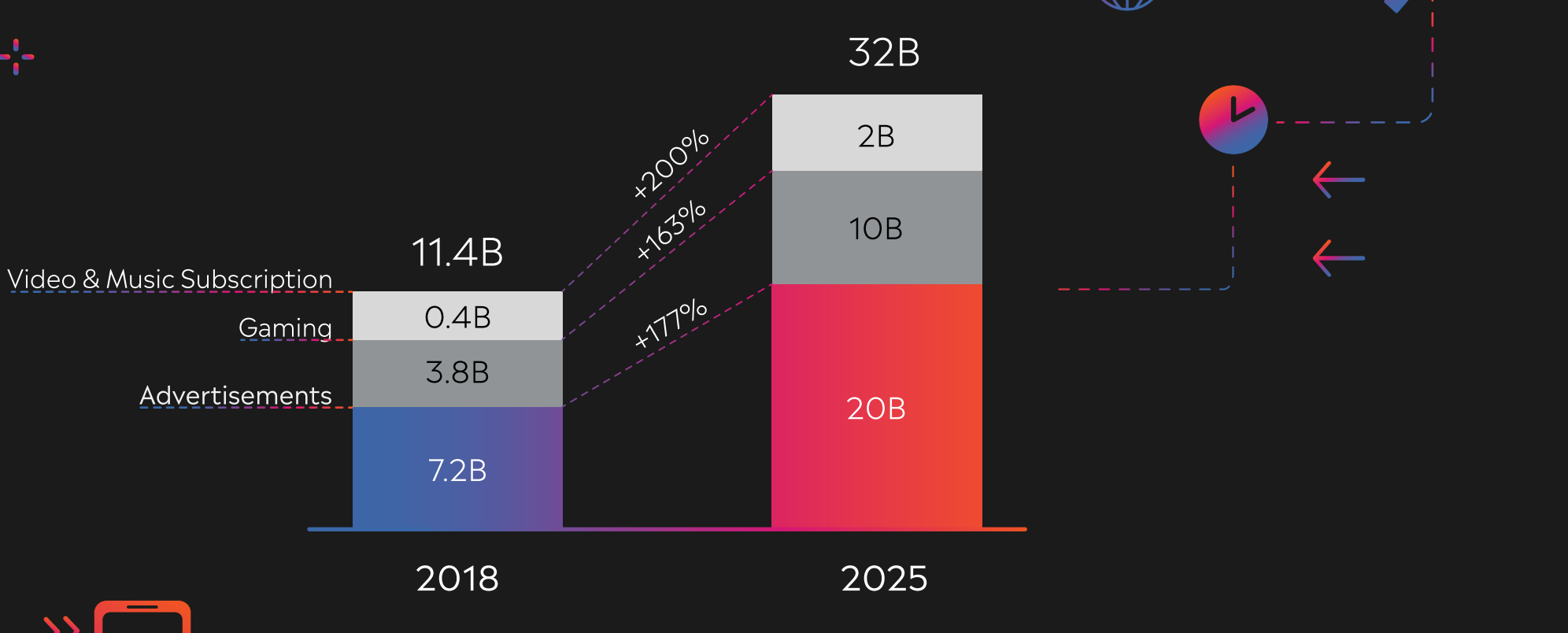
The Mobile Market in Southeast Asia

Discover the Next Wave of Mobile Advertising Opportunities

Population & Smartphone Penetration* in SEA (2018)

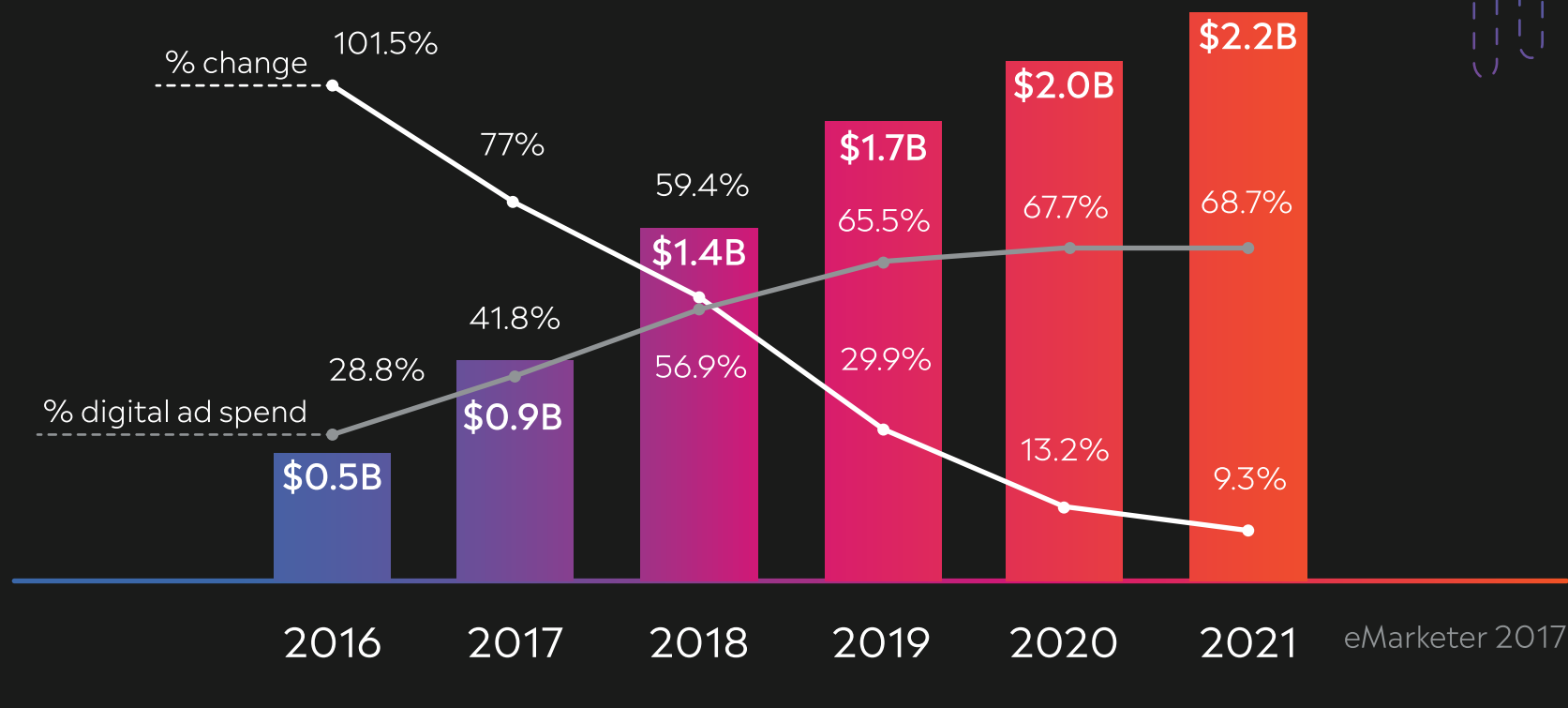


What are the drivers in online media?



Mobile Ad Spending in SEA

Predicting 1.7B mobile ad spending in 2019.



Top Grossing Apps

iOS

Indonesia	Malaysia	Singapore	Thailand	Vietnam
Ragnarok M: Eternal Love (Gaming)	Mobile Legends: Bang Bang (Gaming)	Mobile Legends: Bang Bang (Gaming)	Ragnarok M: Eternal Love (Gaming)	Lords Mobile: War Kingdom (Gaming)
Skout (Social)	PUBG Mobile (Gaming)	Netflix (Entertainment)	Garena RoV (Gaming)	Lão Gia Cát Tường (Gaming)
Mobile Legends: Bang Bang (Gaming)	Netflix (Entertainment)	Maple Story M (Gaming)	LINE (Social)	BIGO Live: Live Stream (Gaming)
PUBG Mobile (Gaming)	Ragnarok M: Eternal Love (Gaming)	Ragnarok M: Eternal Love (Gaming)	Netflix (Entertainment)	Rise of Civilizations (Gaming)
Rise of Civilizations (Gaming)	BIGO Live: Live Stream (Gaming)	BIGO Live: Live Stream (Gaming)	Garena Free Fire Winterlands (Gaming)	Hoàng Thượng Cát Tường (Gaming)

App Annie, Jan 2019

Google Play Store

Indonesia	Malaysia	Singapore	Thailand	Vietnam
Garena Free Fire Winterlands (Gaming)	Ragnarok M: Eternal Love (Gaming)	Ragnarok M: Eternal Love (Gaming)	Ragnarok M: Eternal Love (Gaming)	Lords Mobile: Battle of the Empires (Gaming)
Ragnarok M: Eternal Love (Gaming)	Mobile Legends: Bang Bang (Gaming)	Maple Story M (Gaming)	Garena Free Fire Winterlands (Gaming)	BIGO Live: Live Stream (Gaming)
PUBG Mobile (Gaming)	PUBG Mobile (Gaming)	Epic Seven (Gaming)	Garena RoV (Gaming)	Garena Liên Quân Mobile (Gaming)
Mobile Legends: Bang Bang (Gaming)	Garena Free Fire Winterlands (Gaming)	Mobile Legends: Bang Bang (Gaming)	LINE (Social)	Garena Free Fire Winterlands (Gaming)
Game of Sultans (Gaming)	Era of Celestials (Gaming)	Fate (Gaming)	MU ORIGIN 2 WEBZEN (Gaming)	PUBG Mobile (Gaming)

App Annie, Jan 2019

Top Verticals



Sources: Statista 2018, Worldometers, Singapore Business Review, eMarketer, App Annie 2019, Google Temasek Report, Applift Analysis

Connecting with the right customers and activating them is the key to mobile advertising success.

No matter your performance goals, we are your partner at every step of the mobile journey, turning your users into customers.