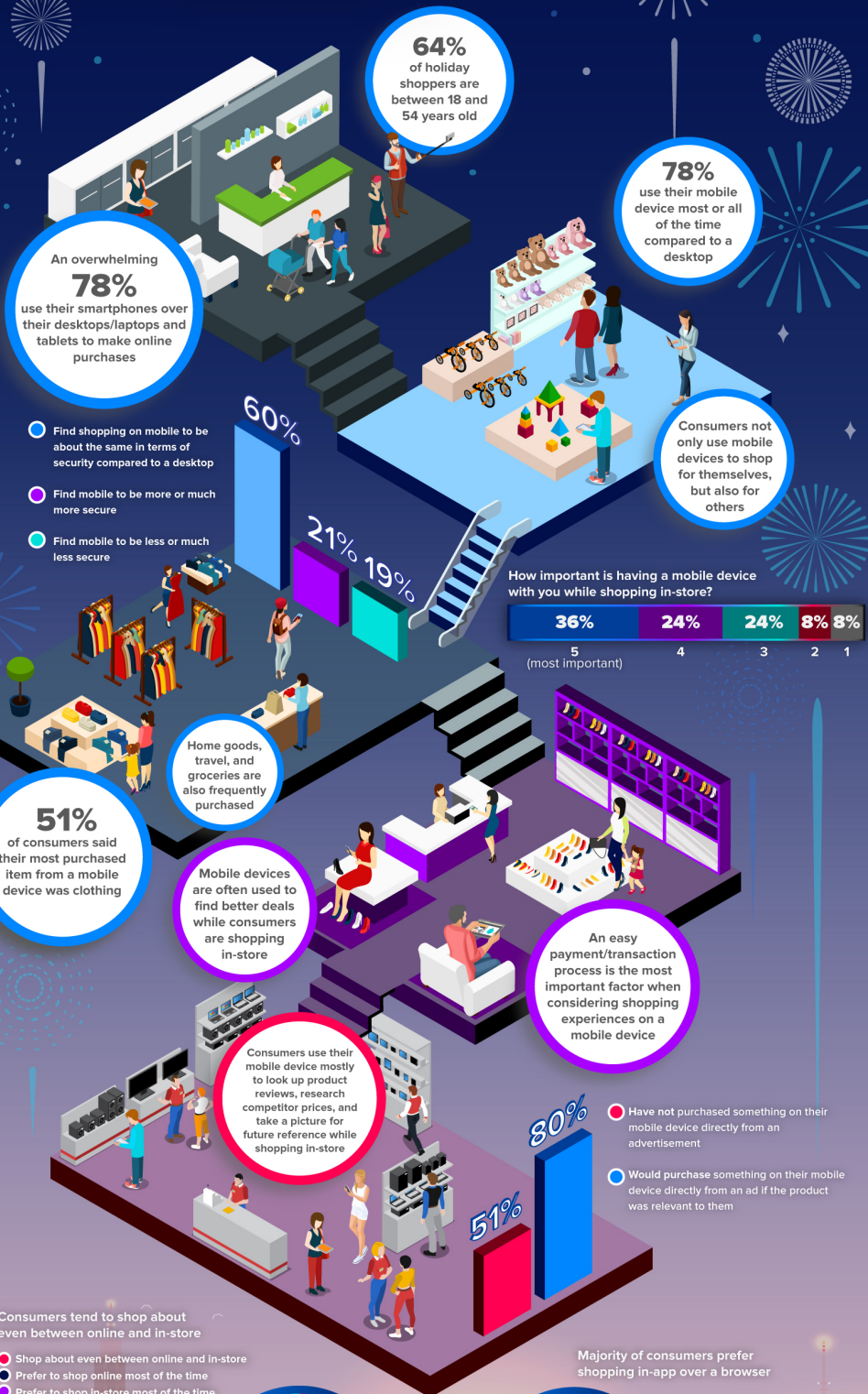


Holiday Shopping Survey 2018 Highlights



APAC



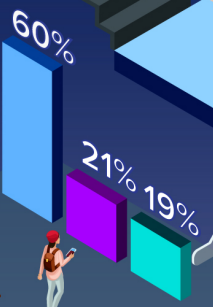
An overwhelming **78%** use their smartphones over their desktops/laptops and tablets to make online purchases

64% of holiday shoppers are between 18 and 54 years old

78% use their mobile device most or all of the time compared to a desktop

Consumers not only use mobile devices to shop for themselves, but also for others

- Find shopping on mobile to be about the same in terms of security compared to a desktop
- Find mobile to be more or much more secure
- Find mobile to be less or much less secure



How important is having a mobile device with you while shopping in-store?

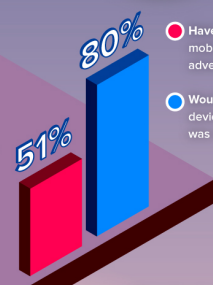
51% of consumers said their most purchased item from a mobile device was clothing

Home goods, travel, and groceries are also frequently purchased

Mobile devices are often used to find better deals while consumers are shopping in-store

Consumers use their mobile device mostly to look up product reviews, research competitor prices, and take a picture for future reference while shopping in-store

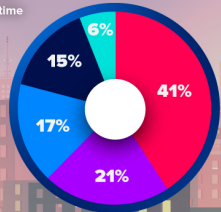
An easy payment/transaction process is the most important factor when considering shopping experiences on a mobile device



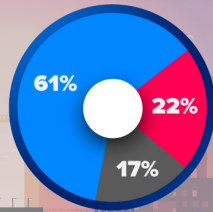
- Have not purchased something on their mobile device directly from an advertisement
- Would purchase something on their mobile device directly from an ad if the product was relevant to them

Consumers tend to shop about even between online and in-store

- Shop about even between online and in-store
- Prefer to shop online most of the time
- Prefer to shop in-store most of the time
- Prefer to shop online all the time
- Prefer to shop in-store all the time



Majority of consumers prefer shopping in-app over a browser



- In-App
- Mobile Browser
- No Preference