Cimigo

The Voice of Customer

Vietnam's Digital Generation

(Aged 16 – 29 years)

C8078 DigiGen (Cimigo)

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Contents

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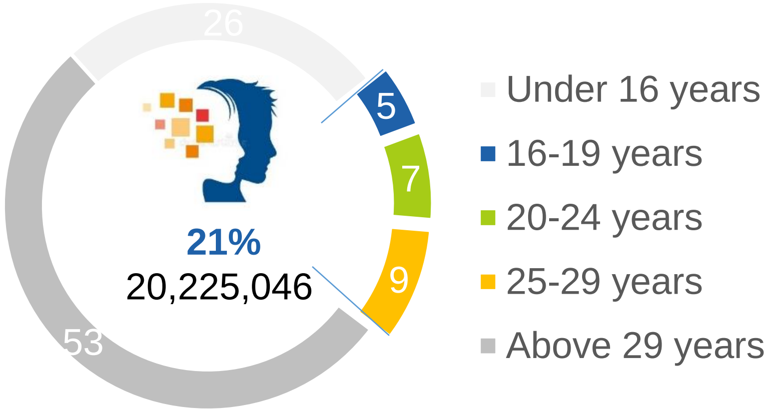
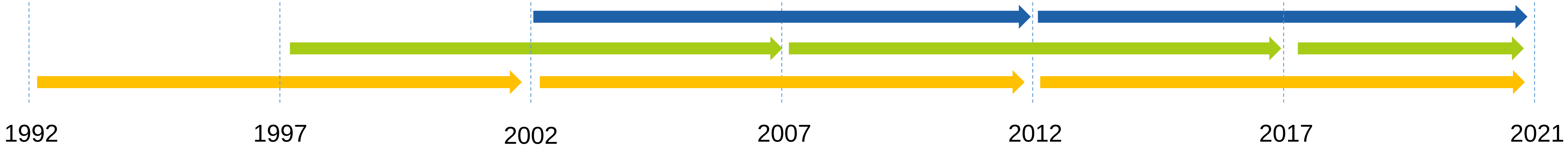
Introduction

Born between 1992 and 2002 the digital generation accounts for 21% of the population

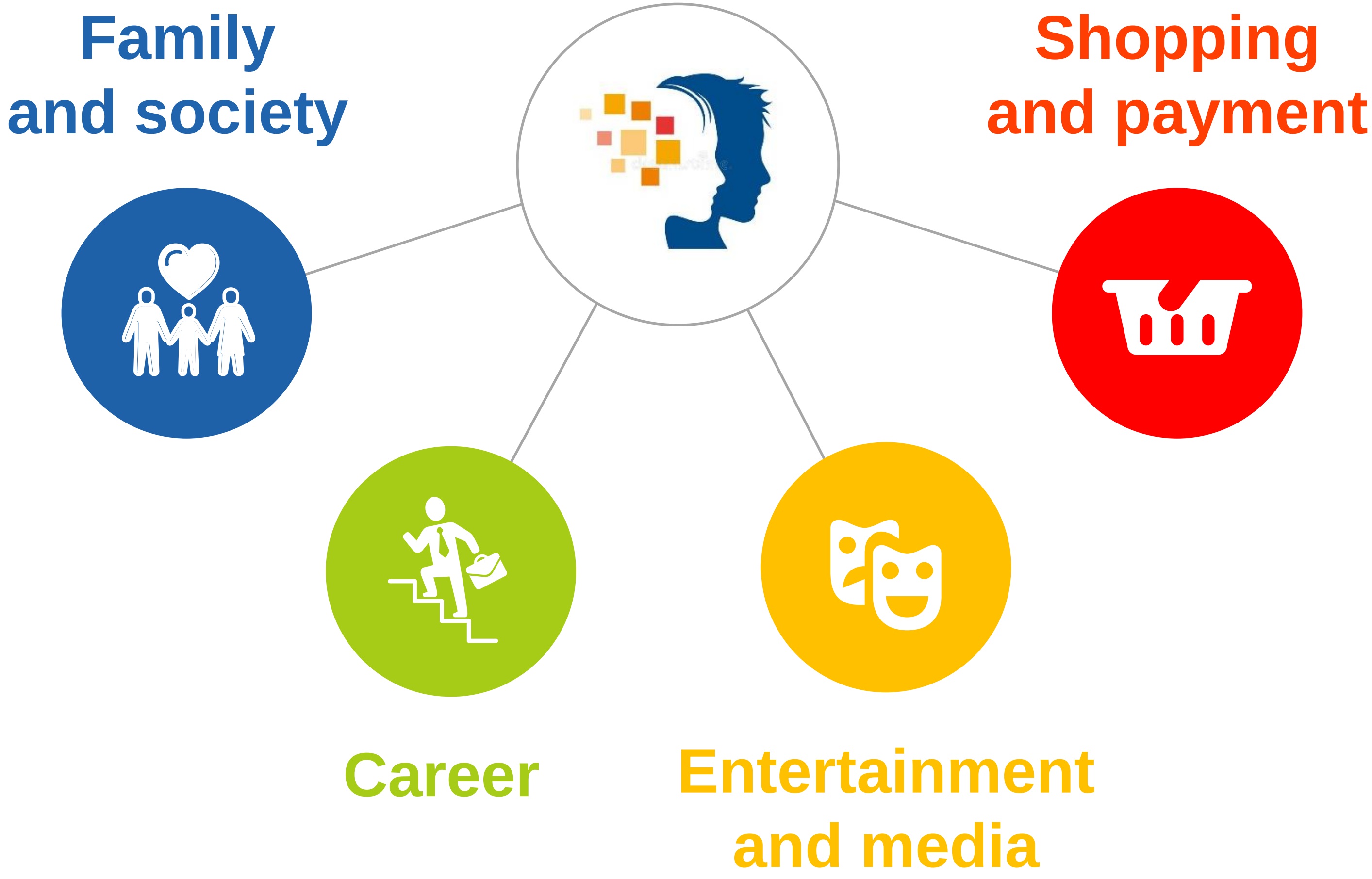


- Aged 25-29 years spent their teen years engaged with Yahoo, feature phones, music websites, online games, online forums and the early stages of social media.
- Aged 20-24 years spent their teen years engaged in smartphones, mobile internet, social media then the early stage of e-commerce.
- Aged 16-19 years spent their teen years engaged in livestreaming, e-commerce and cashless payments.



Internet infrastructure	Dial up internet	ADSL internet	2G internet	3G internet	4G internet
Devices	PC (desktop)	Laptop Feature phone & portable digital devices	iPhone (2007) & smartphone	Smart TV	IOT, AI
Social media	Yahoo messenger Blogs	Music websites Online forums Online games (PC)	Facebook YouTube	Zalo Wechat Instargram Mobile games	TikTok Neflix Livestream contents
E-commerce			E-commerce websites	Grab Uber Lazada Tiki	Shopee Momo, Zalopay, Grabpay

Understanding of the digital generation (16-29 years)



Research approach

Method:

- The study is conducted by online using Cimigo online communities.
- The survey was split across the sample to ensure interviews were within 20 minutes.
- The split used a matched panel approach, equitable in demographic and geographic strata.
- Many questions were uniform across both surveys.
- Weighting is applied to reflect actual population.

Respondent criteria:

- Male and female 16-29 years old
- Location: 4 regions including North, Central, South East and Mekong Delta
- Social economic class: ABCDEF falls out naturally

Sample plan:

- Total sample N = 1,562
- Urban area N = 713
- Rural area N = 849

Survey time: *13th May - 2th June 2021.*

Caution: Shopping behavior could be impacted by Covid 19 due to restrictions during data collection

- The data collection happened since 13th May - 2th June 2021. During that time, there are 3 directives related to Covid-19 prevention:
  - 1641/UBND-VX – 22nd May 21 (applied in HCMC)
  - 1737/UBND-VX – 28th May 21 (applied in HCMC)
  - 16/CT-TTg – 31st May 21 (applied in HCMC)

- Those directives force the restaurants, game centers, entertainment places, shopping malls, electric malls, beauty centers, fitness centers, schools and universities to close. However, shipper and delivery services, ride hailing services, supermarkets and wet markets were still opened during this time with less impact from Covid 19 than other activities.

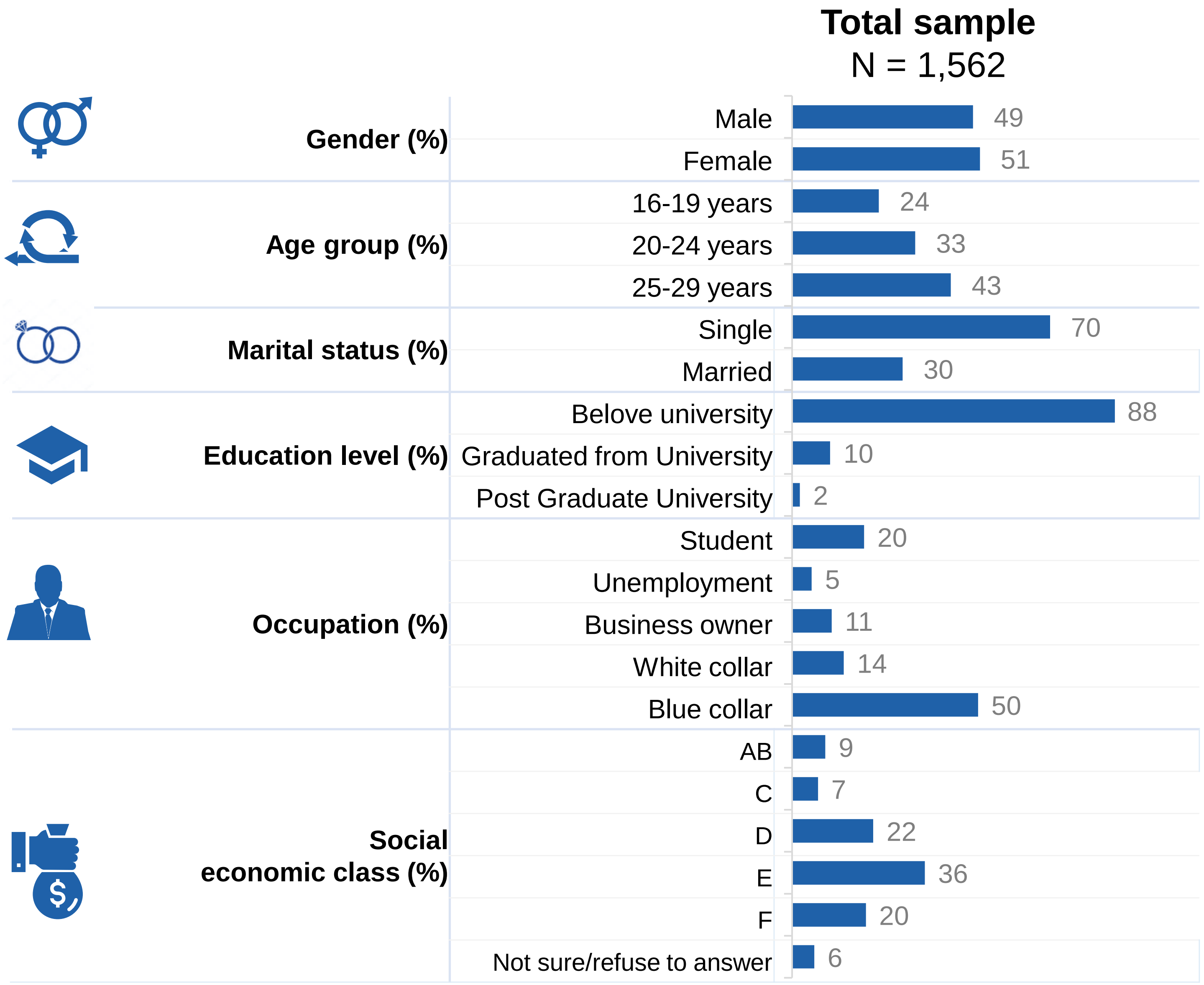
- With that said, online shopping and payments may have been strongly impacted by Covid 19.

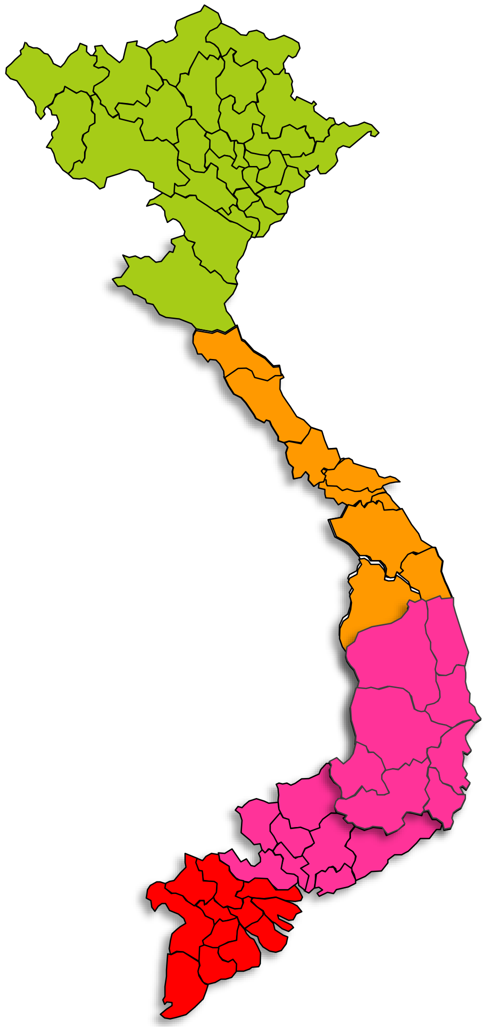
Economic class definition

- <u>*Economic classification question:*</u> *Please let me know the approximate total income of your household in a month, including all sources such as salary, bonus, pension and other incomes (such as money supported from your family living overseas, other investment, etc.) after tax?*

Household Monthly Income Groups – Key urban	Class	Distribution by population
25,000,000 VND and above	A	3%
From 20,000,000 VND to below 25,000,000 VND	B	7%
From 15,000,000 VND to below 20,000,000 VND	C	18%
From 10,000,000 VND to below 15,000,000 VND	D	27%
From 5,000,000 VND to below 10,000,000 VND	E	34%
Below 5,000,000 VND	F	11%

The study was nationwide, including urban and rural areas





North
(n = 504)

30% urban
70% rural

Central
(n = 351)

30% urban
70% rural

South East
(n = 355)

62% urban
38% rural

Mekong
(n = 352)

28% urban
72% rural

Who is the digital generation in Vietnam?

Summary

Vietnam digital generation

- The Vietnamese digital generation has grown up experiencing the rise of the internet and e-commerce activities. They are the leading generational group in maximising the conveniences that the internet and smartphones provide. As a generation, they are more globally aware and sensitive to social issues and their own desires for economic progress.

- Understanding the Vietnamese digital generation can help businesses leverage their desires and resonate mor strongly in communications. The Vietnamese digital generation will be the driving force behind the rapid development of the Vietnamese economy and society in the decade ahead.

The urban versus rural digital disparity in Vietnam is minimal

- The attitudes and desires between the urban and rural digital generation in Vietnam are remarkedly similar. The disparity of the digital lives of urban and rural Vietnamese in the digital generation in Vietnam is far less than the reader may expect. Leading social platforms are similar across urban and rural Vietnam, with nearly identical penetration rates for the top platforms. Whilst urban Vietnamese use 4.6 platforms on average, rural Vietnamese use 4.5 on average.

- The prevalence of online gaming in the past one month in urban areas is 54% and in rural areas is 41%, online shopping prevalence in the past one month in urban areas is 54% and in rural areas is 43%, cashless payments prevalence for online shopping is Vietnam in urban areas is 42% and in rural areas is 31%. E-wallet use in the past one month for any purpose, including online shopping, in urban areas, is 67% and in rural areas is 66% in the past one month.

- The top channels for news are Facebook (85%), YouTube (49%), Zalo (36%) and TikTok (30%), rural residents are very slightly more reliant on these platforms than urban residents. Vietnam's digital generation in rural Vietnam is slightly less likely to use news and TV apps for news than their urban counterparts. Vietnam's digital society and media is bringing the worldview of this digital generation across urban and rural society even closer.

An optimistic Vietnamese digital generation

- The Vietnamese digital generation is optimistic about starting a family of their own and owning a home. Small families living independently of their parents are desired more, but traditional mores in connecting over dinner with the extended family remain appreciated.

- Career, income, family and educational background are the main factors that shape the digital generation's perspectives. Perceived gender roles are more equitable in achieving financial independence.

- Social media networks in particular shape their worldview. The digital generation seeks financial independence, career progression and to be loved by their family.

- 70% aspire to become a leader at work and to start their own business. Women show more anxiety than men, especially towards social division and income stability.

The Vietnamese digital generation and social issues

- The Vietnamese digital generation has a heightened interest in social issues. The Vietnamese digital generation pays attention to pollution, environmental protection and food safety. Females are especially interested in gender equality, whilst the 25-29 age group is acutely interested in Vietnam's sovereignty over the East Sea.

- Two-thirds of the digital generation are interested in positive social impact. 6 in 10 want to have a positive impact on the lives of those less fortunate and 8 in 10 wish to contribute positively to the development of Vietnamese society.

Entertainment, social networking and video games in Vietnam

- Entertainment is an integral part of life for the digital generation in Vietnam. The rise of smartphones offers many development opportunities for game developers to serve the needs of more than half of the Vietnamese digital generation every week.

- **Gaming in Vietnam**
- Smartphones (49%) and computers (30%) are two of the most used devices for the digital community to enjoy games. Multiplayer online battle arena (MOBA), shooting games and battle royale are most popular among the Vietnamese digital generation today.

Online shopping and the rise of digital payments in Vietnam

- 47% of the digital generation in Vietnam shop online, with an average frequency of 3.5 times per month. This prevalence rate is higher among women (55%) and urban areas (54%). The top 3 popular online shopping categories in Vietnam are fashion (57%), cosmetics and personal care (24%) and electronic accessories (21%). Shopee (69%), Facebook (32%), Lazada (32%) and Tiki (16%) are the most popular e-commerce platforms in Vietnam amongst the Vietnamese digital generation.

- 64% of online shoppers in Vietnam use cash-on-delivery (COD). 22% of online shoppers in Vietnam use bank transfers and 13% use e-wallets. The e-wallet Momo has a 51% market share of e-wallets used for online shopping in Vietnam, followed by Shopee pay (15%) and ZaloPay (11%). The remaining market share is evenly distributed among more than 40 other providers such as Moca/GrabPay, BankPlus, ViettelPay, etc.

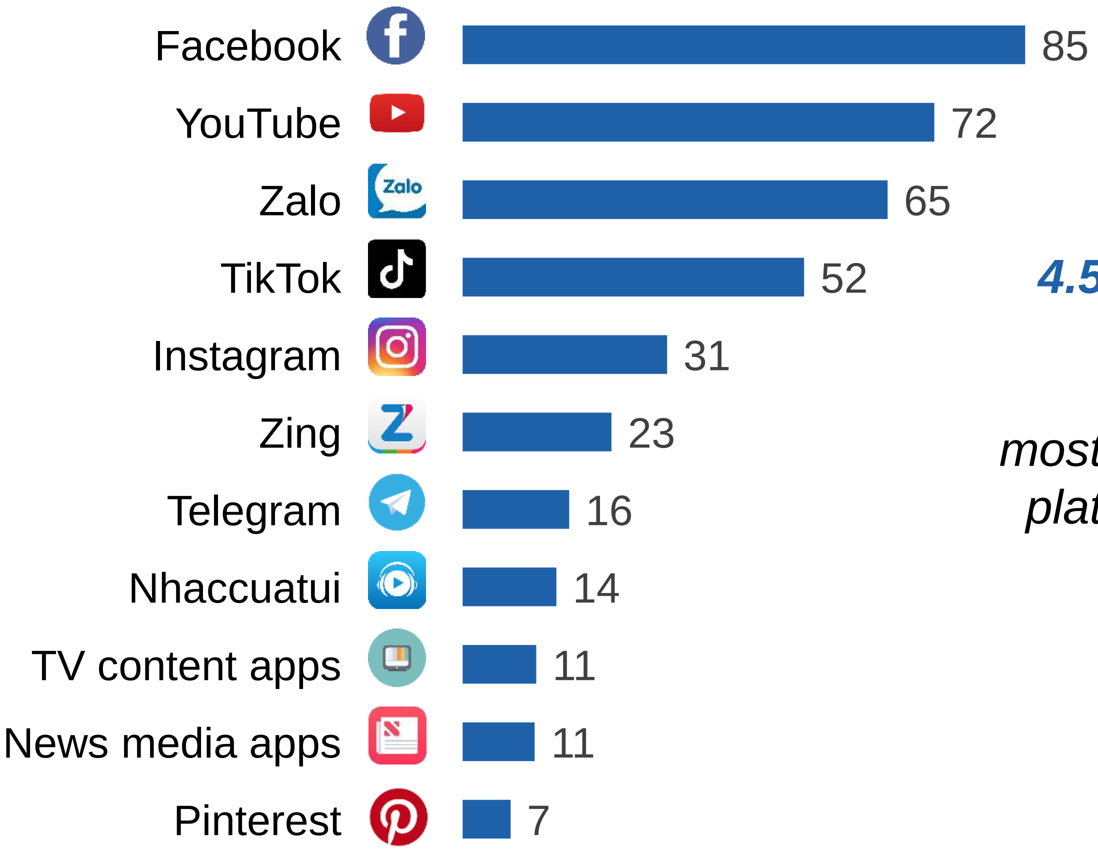
- E-wallet use in the past one month for any purpose, including online shopping, is 66% amongst Vietnam's digital generation nationally.

Social networks in Vietnam are becoming more diverse

- Facebook (85%), YouTube (72%) and Zalo (65%) are the 3 most used social platforms in Vietnam. TikTok (52%) is used by more than half of the digital generation in Vietnam.

- On average, each individual uses 4-5 social networking platforms as a means for entertainment, to connect with friends and a place to express themselves.

Social media platform used in past 1 week (%)
Base on total N = 788

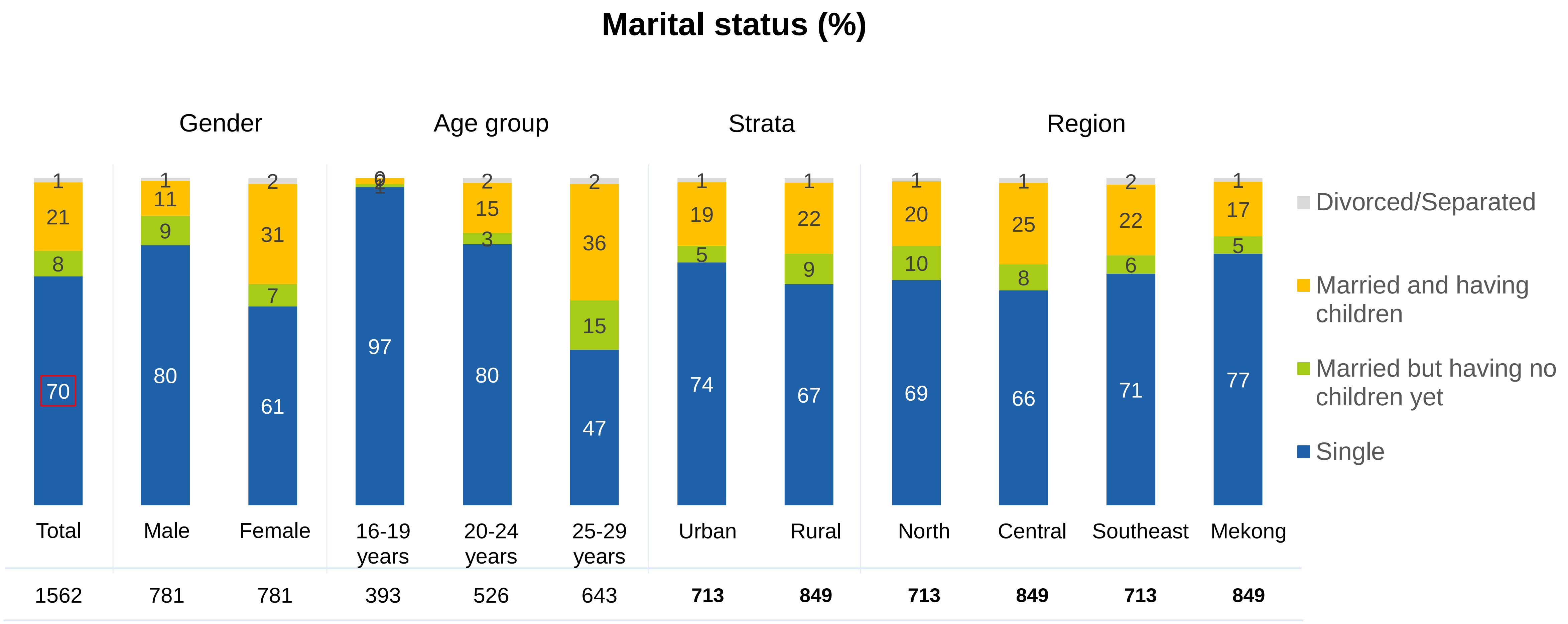


4.5 sources on average
–
most people use 3 platforms (44%)

Q40: Mobile and online sources used in last week

Family and society

People in rural, North and Central get married sooner

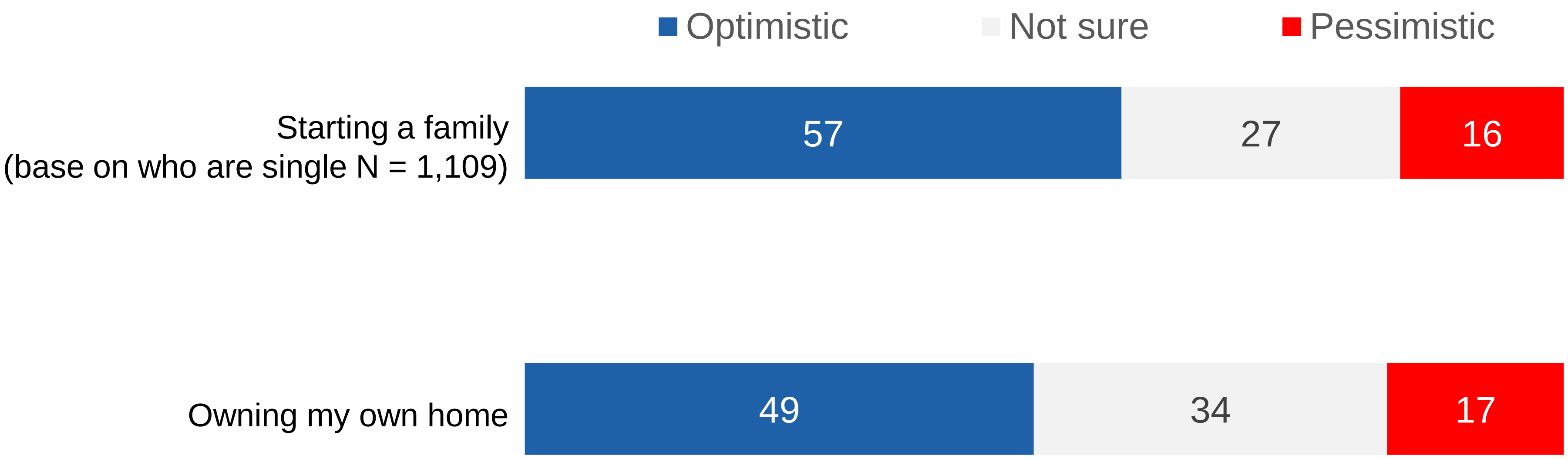


Q56. What is your current marriage status?

Optimism towards starting a family

- More than a half are optimistic about starting a family and half towards owning their own home.

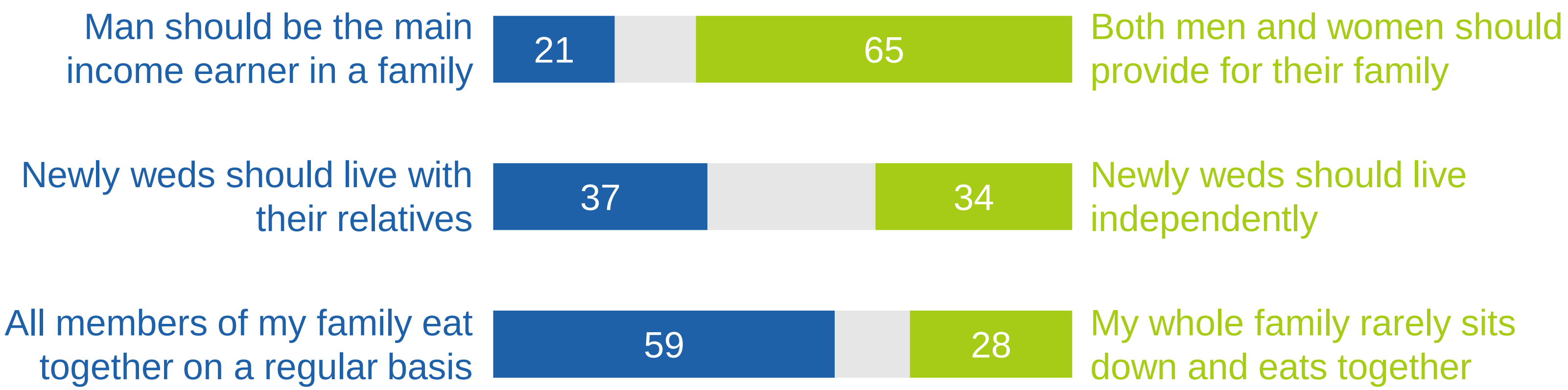
How they feel about starting a family and owning home (%)
Total N = 1,562



# Most people think both men and women should equally contribute to the household income

- Female are even more confident about their financial role. Males think newly weds should live with their relatives, whilst females wish to live separately.

Perception towards family (%)
Total N = 789

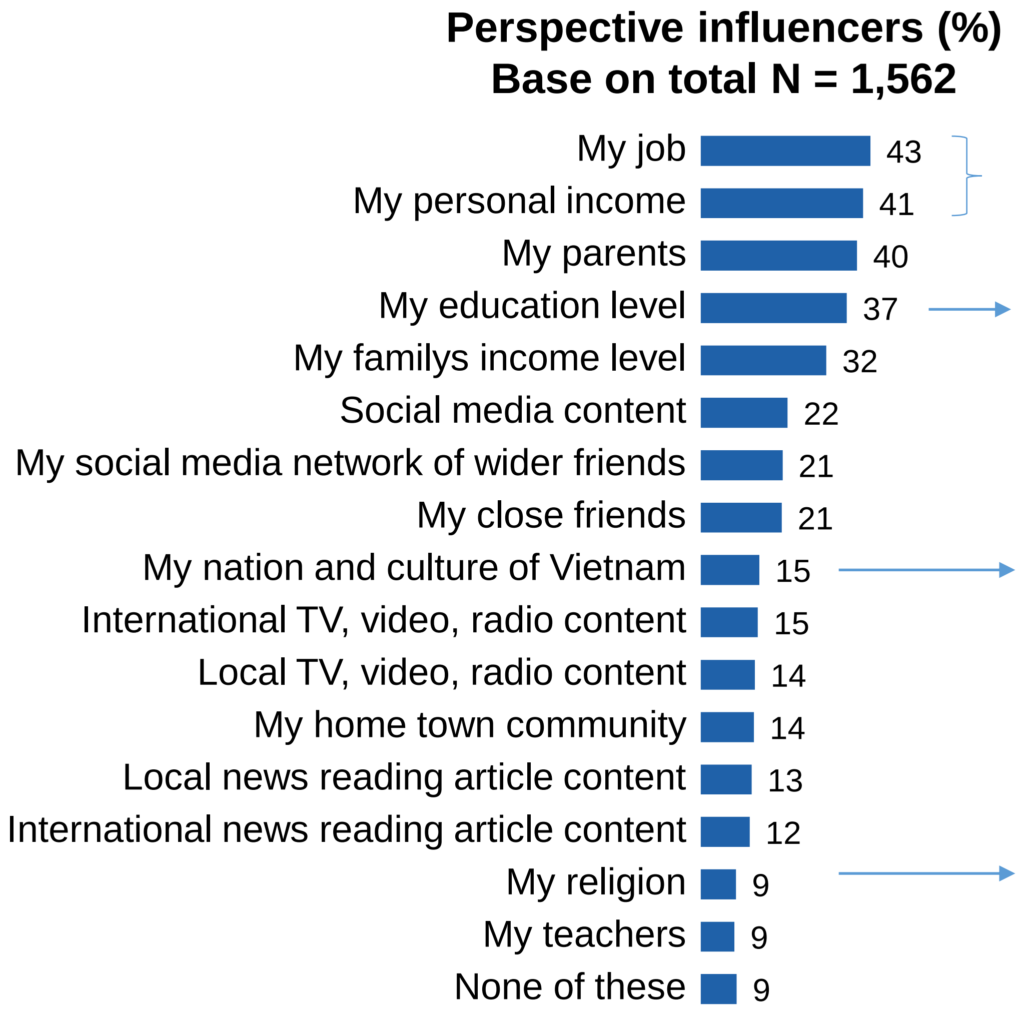


- *Amongst female, 77% think both man and women should provide for their family.*
- *41% male agree that newly weds should live with their relatives whilst 40% female wish to live separately.*

21% enjoyed their family meals as the happiest activity in the past 1 week.

Q53. Which of these statements do you most agree with?

Occupation, income, parents and education level are key aspects driving their perspectives

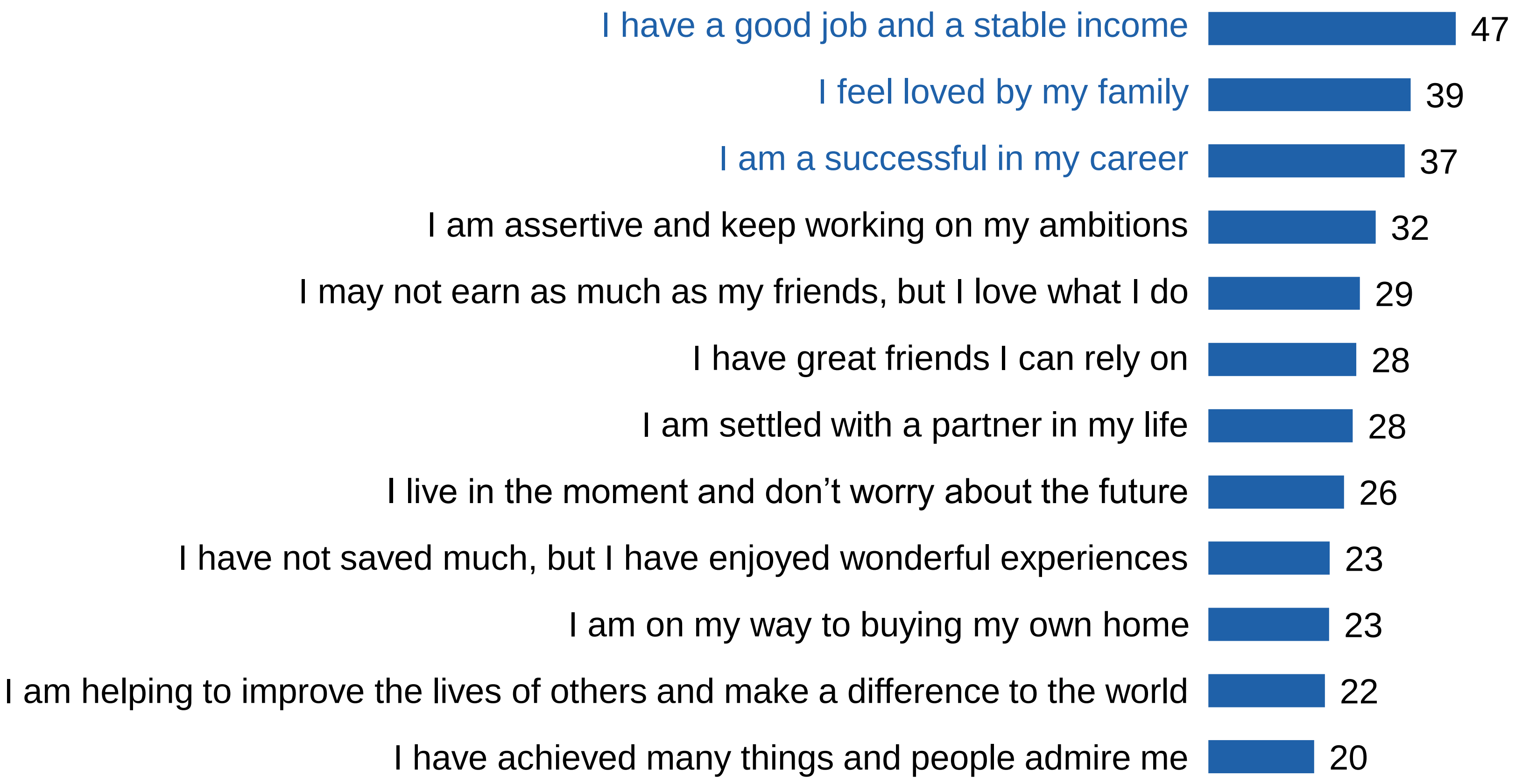


- ***Occupation and income are more influential in Mekong Delta areas.***
- ***Education level is more influential to females and younger age (16-19 years).***
- ***National culture is more influential in the Central region.***
- ***Religion is more influential in the South East region.***

Q37A. Which three factors have influenced your opinions today the most?

Stable income, feeling love from their family and career success are key objectives

Who am I in the next 5 years?
Base on total N = 734

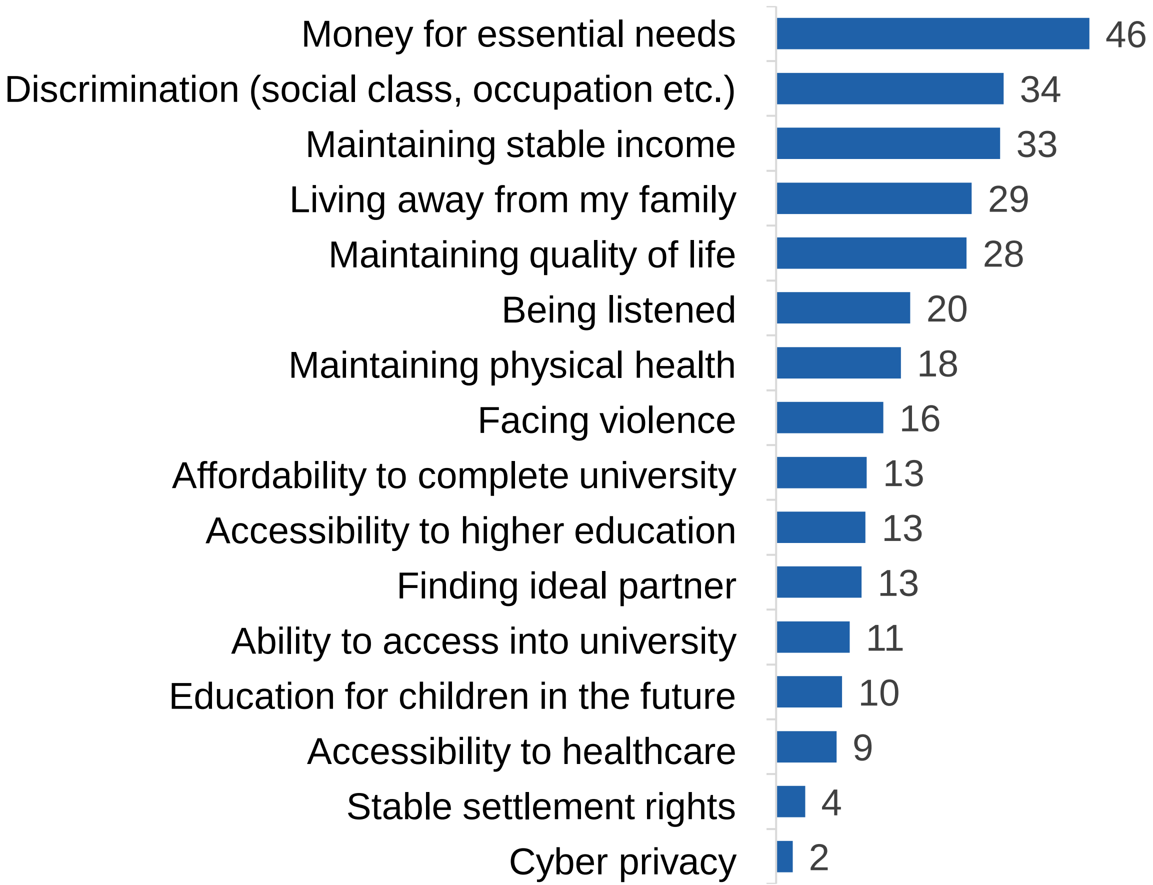


- *Working on the ambitions is more important to age 16-19 years.*
- *Settling with a partner is more critical to those aged 25-29 years.*

Q31A. Which three of these attributes would you like to describe your 5 next years?

Money, facing discrimination, stability and living away from family are their top personal concerns

Top 3 concerns in life (%)
Base on total N = 734



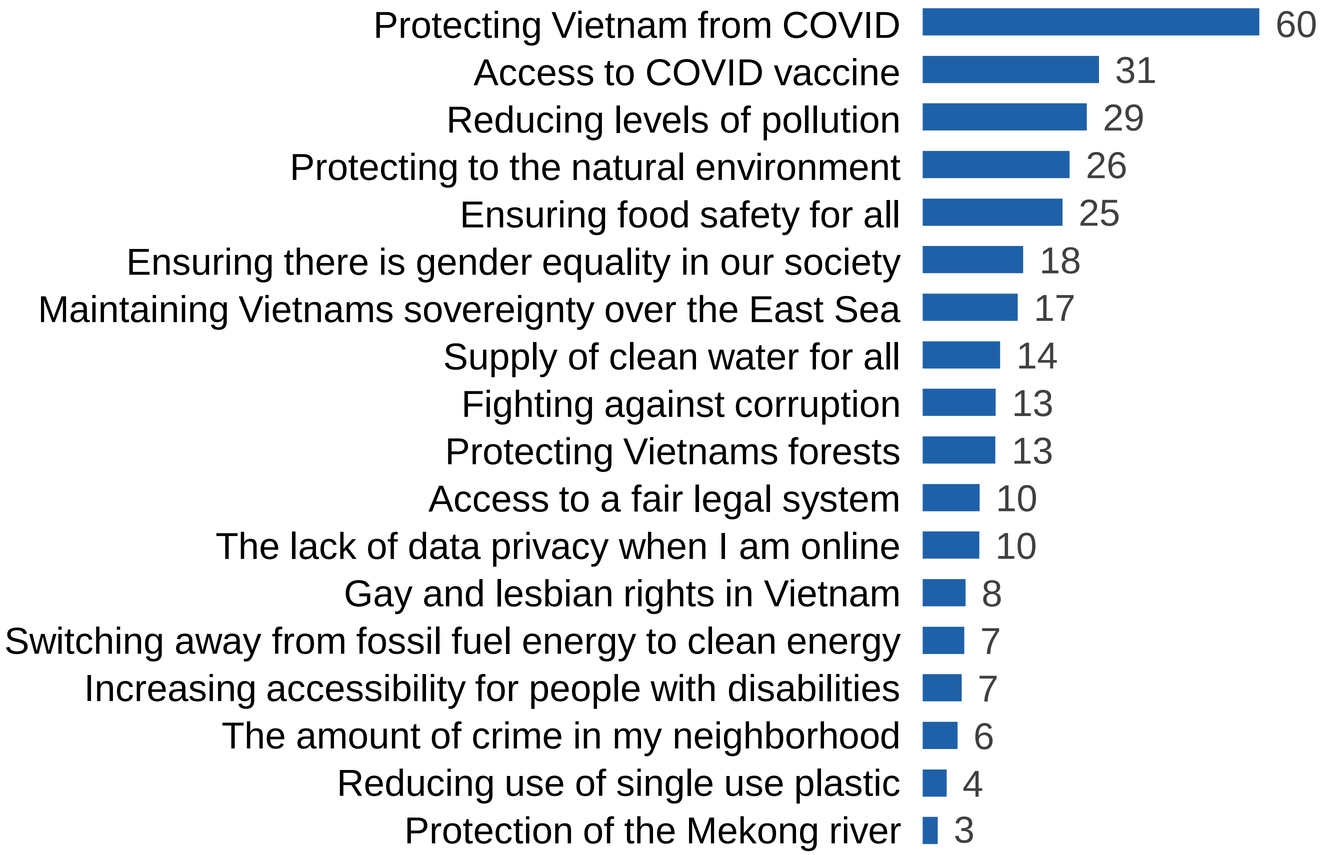
- *Males care more about discrimination and income stability whilst income for expenditure, health maintaining and children's' education raise stronger concerns amongst females.*
- *Accessibility to university and finding a partner tend to be more critical amongst the youngest group (16-19 years).*
- *Discrimination and the stability of income raise more concerns to those aged 20-24 years whilst those aged 25 to 29 worry more about expenditure, living away from family, being unable to make their voice heard and providing a good education for their children.*

Q17. Please consider which of these issues are of concern to you? Which is the 1st, 2nd and 3rd?

Covid, pollution, environmental protection and food safety are the top social concerns

- Pollution control, environment preservation and food safety are top concerns.

Top 3 social concerns (%)
Base on total N = 1,562



- *Females care more about the gender equality and cyber privacy.*
- *16-19 years old care more about pollution control and clean energy whilst 25-29 year old care more about Vietnamese sovereignty over the East Sea.*

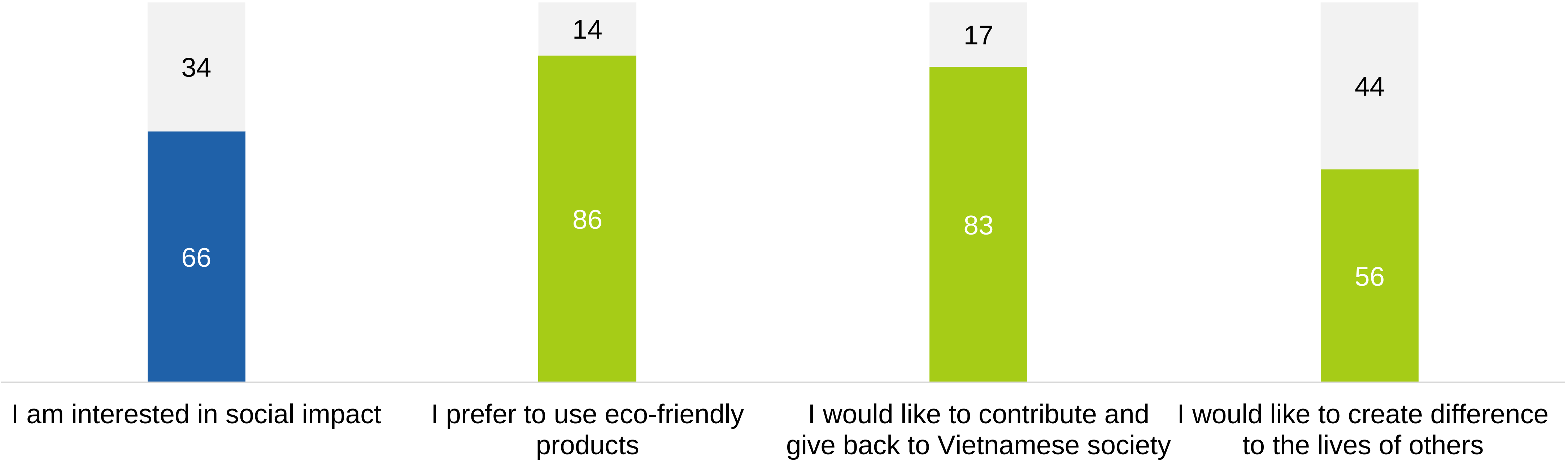
Q20. Please consider which of these social issues are of concern to you? Which is the 1st, 2nd and 3rd?

Vietnamese digital generation want to make a positive impact on their society

Cimigo

What they feel about social impact (%)
Base on total N = 1,562

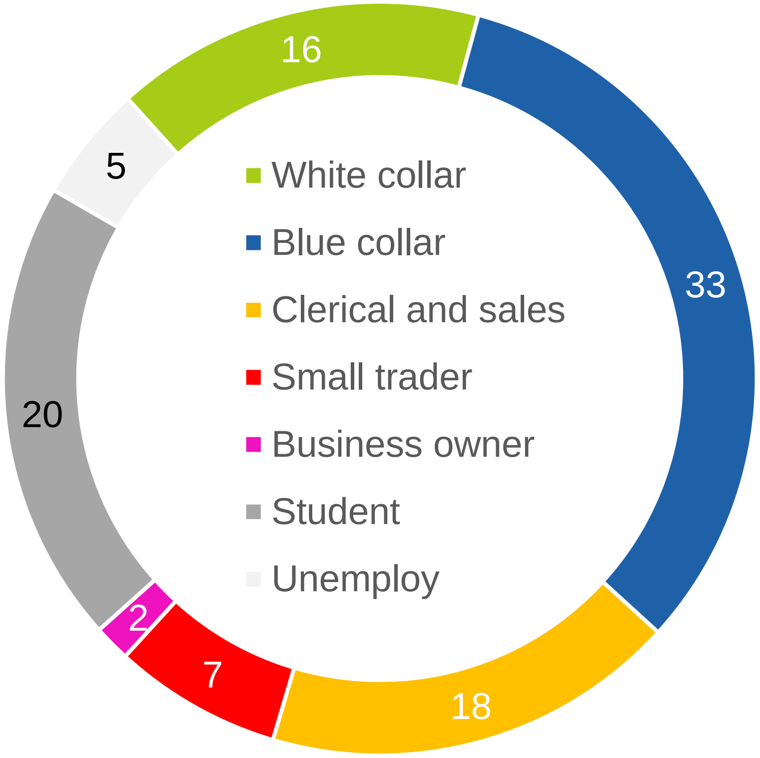
Action they want to take (%)
Base on total N = 1,562



Career

Blue collar, followed by clerical and sales

Occupation (%)
Base on total N = 1,562



Current working sector (%)
Base on who are having jobs N = 1,169

54% working in service or trade

35% working in manufacturing

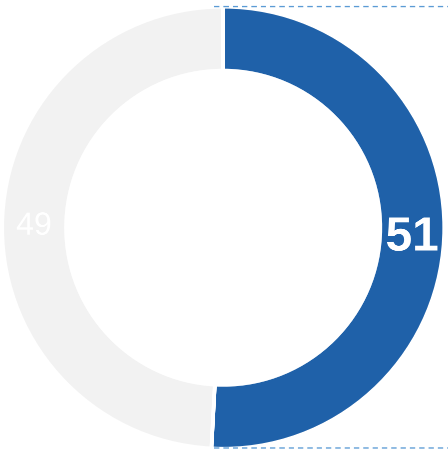
10% working in other sectors

Q11. Which best describes your main occupation?
Q15. Which best describes the main occupation you desire next?

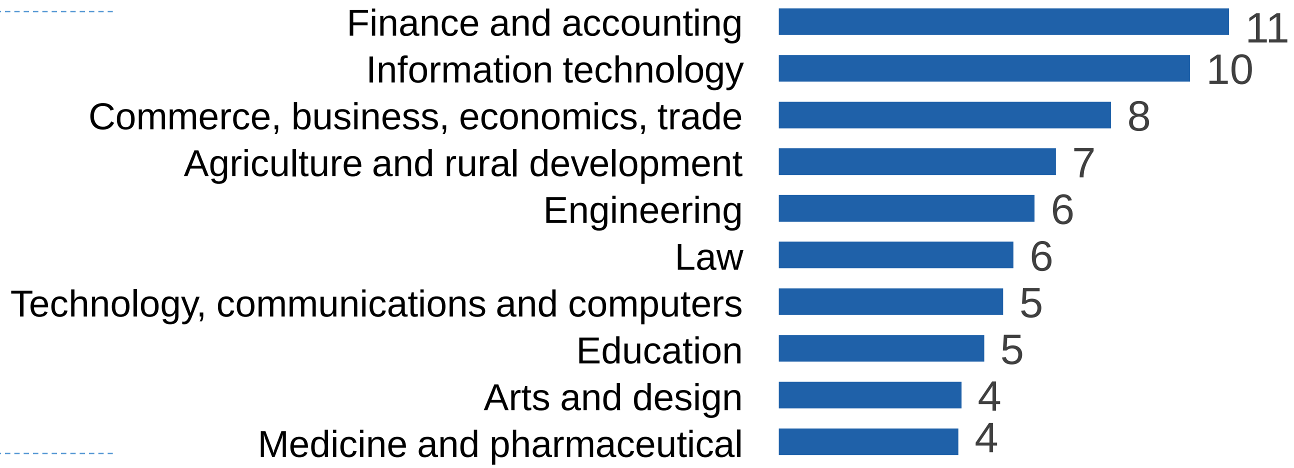
*small sample

Amongst 16-19 year old's 5 in 10 are studying. 62% of students have a part time job.

Students amongst age 16 – 19 years (%)
N = 393



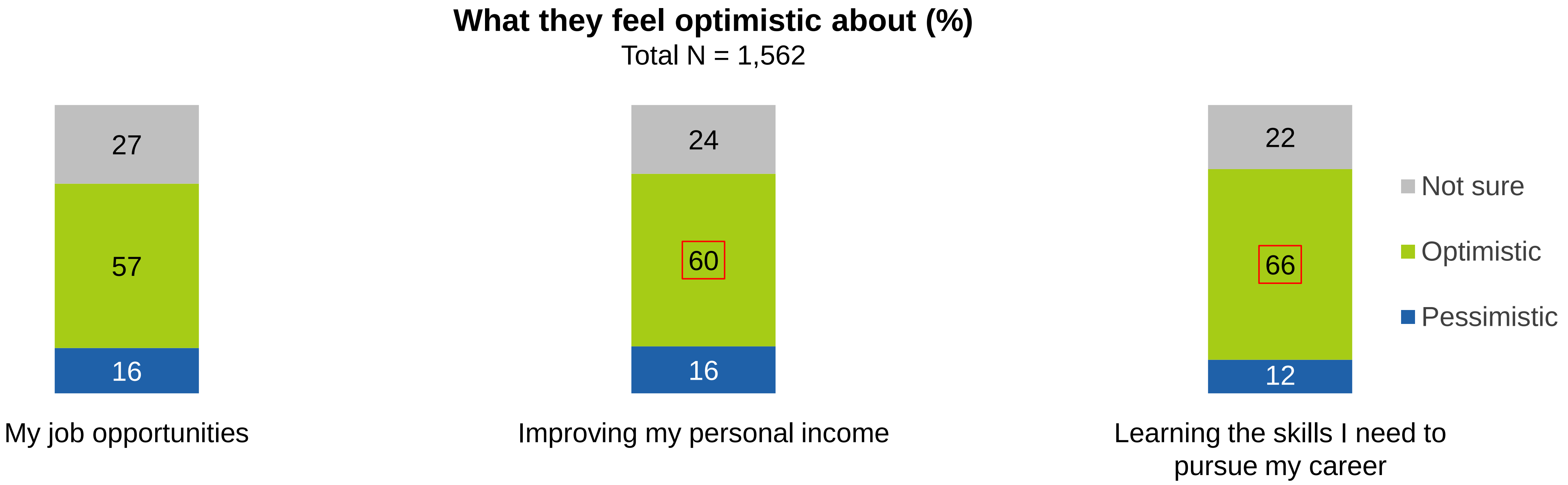
Top 10 majors student are studying at college or university (%)
N = 148



33% claim that their parents have a strong influence on their study choice.

62% students have part time jobs.

Career development optimism is high



Business owners, white collar staff and those working in service or trade sectors are more optimistic **(64%)** towards their job opportunities.

Business owners are far more optimistic **(69%)** about improving their income.

White collar staff are more optimistic **(73%)** about learning skills needed to pursue their career.

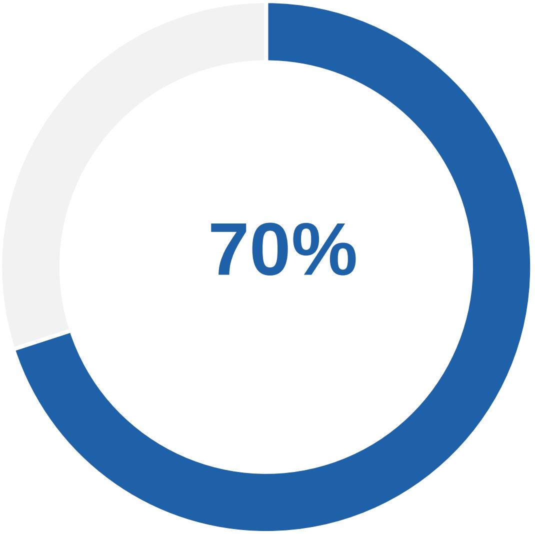
Q16. How do you feel about these factors as you look to your future?

Being fair with rewards, inspiring staff and creating a united team are key expectations from a leader at work

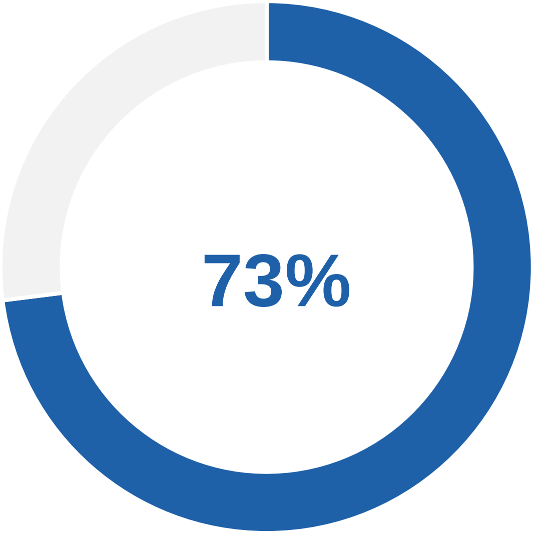
Q25. Which three expectations of leaders are the most important to you?

Most desire to become a leader or establish their own business

Desire to become a leader (%)
Base on total N = 1,562



Desire to establish own business (%)
Base on total N = 1,562



Q23. Do you have a desire to eventually become a leader and lead others in your career?
Q26. Do you have a desire to start your own business?

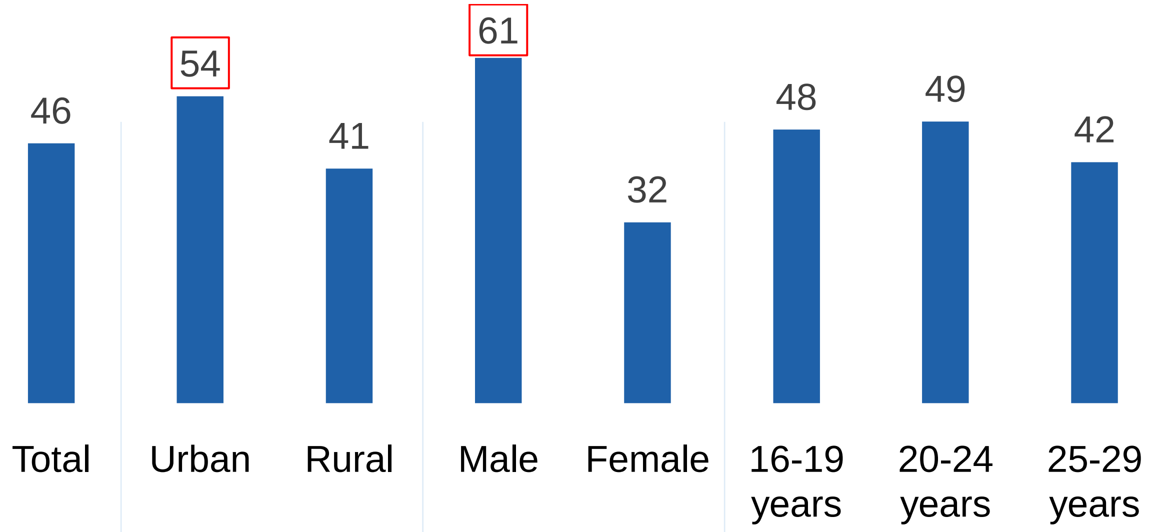
Games, social and video

Games

Nearly half played games in the past one month, higher amongst male and in urban areas

- Mobile games are the most common. PC/consoles are more attractive to males whilst females prefer web games or games on social media.

Playing games in past 1 month (%)
Total N = 778



	Total	Urban	Rural	Male	Female	16-19 years	20-24 years	25-29 years
Base	778	348	430	**382**	**396**	**189**	**224**	**365**
Average times (base on who play game)	***16***	***14***	***17***	***23***	***17***	***25***	***19***	***20***

Game platforms in past 1 month (%)
Total N = 377

49% mobile games

30% PC/console games

27% web/social platform games

Male prefer to enjoy games on PC or console games (35%) whilst web games or games in social platform attract more female (39%).

Multiplayer online battle arena (MOBA), shooting and battle royale are the most common genres

Genres of game played in past 4 weeks (%)

	Total	Male	Female
Base	376	242	134
MOBA Games (E.g. League of Legends, Mobile Legend, etc.)	24	32	10
Shooting games (E.g. Counterstrike, Modern Warfare, etc.)	20	23	15
Battle Royale (E.g. PUBG,, etc.)	19	24	10
SLG (E.g. Mobile Strike, Game of War, etc.)	13	14	11
Casual puzzle (E.g. Candy Crush, Gardenscapes, Angry bids, etc.)	13	5	27
MMORPG (GTA5, World of Warcraft, Final Fantasy 14, etc.)	12	12	11
Card turn-based games (E.g. Hearthstone , Heroes Charge, Yu-Gi-Oh!etc.)	11	13	7
Gambling games (E.g. Slotomania, Double Down Casino, big fish casino, etc.)	11	8	15
Puzzle adventure (the room, inside, Human: Fall Flat, etc.)	10	8	15
Single-player RPG (Assassin’s Creed, Devil May Cry, Tomb Raider, etc.)	10	12	7
Sports games (E.g. Golf Clash , 8 Ball Pool , NBA 2K , Need for Speed, etc.)	8	8	7
ARPG (E.g. Lineage, Marvel Contest of Champions, etc.)	8	10	4
Real-time strategy (E.g. Starcraft, Age of Empire, etc.)	7	10	2
Building battle royale (Fornite, etc.)	7	9	4
Music/Dance (E.g. lovelive!, bangdream, OSU!, cytus, etc.)	7	3	15
Casual action (E.g. Color Road ; Hole , Helix Jump , Battle of Balls, etc.)	5	7	3
Sandbox (DAYZ, MineCraft , Don't Starve , Fallout, etc.)	5	7	1
FTG (Street Fighter, THE KING OF FIGHTERS, etc.)	5	6	3
ROBLOX games	5	6	3
AR games (E.g. Pokemon GO, ingress, etc.)	4	2	7

Q51. What genre of games did you play in the past 4 weeks?

MOBA, Battle Royale and single player RPG are more attractive to age 16-24 years

- MOBA is far more attractive to age 16-19 years.

Genres of game played in past 4 weeks (%)

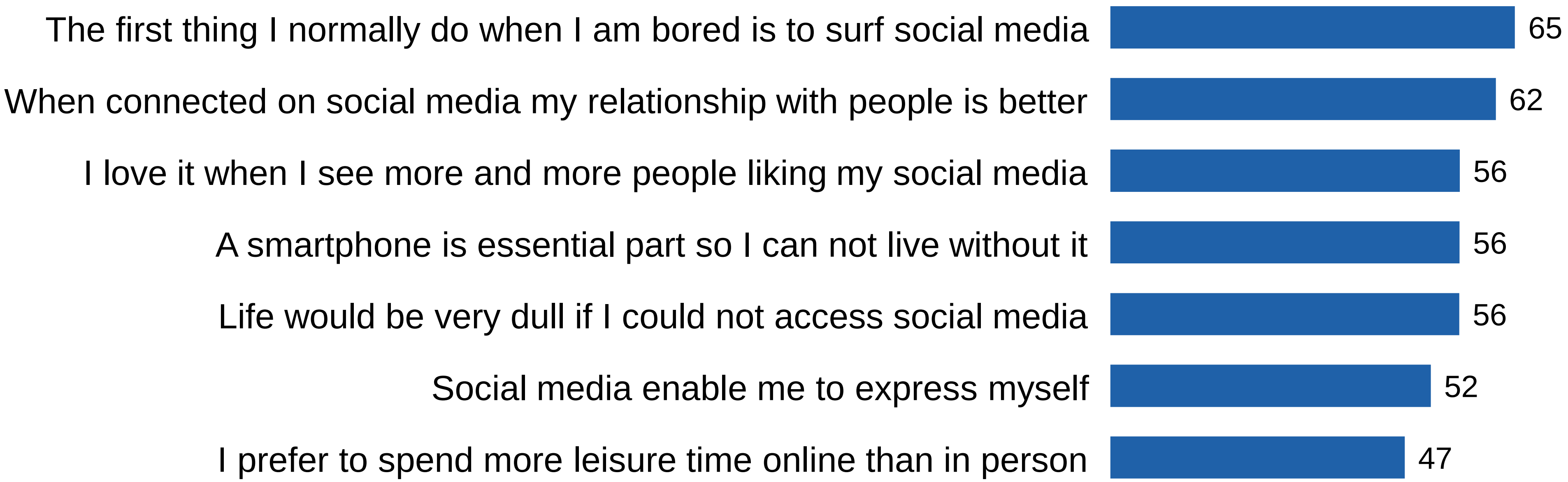
	Total	16-19 years	20-24 years	25-29 years
Base	376	96	116	164
MOBA Games (E.g. League of Legends, Mobile Legend, etc.)	24	33	23	20
Shooting games (E.g. Counterstrike, Modern Warfare, etc.)	20	21	15	22
Battle Royale (E.g. PUBG,, etc.)	19	24	24	13
SLG (E.g. Mobile Strike, Game of War, etc.)	13	15	13	13
Casual puzzle (E.g. Candy Crush, Gardenscapes, Angry bids, etc.)	13	12	10	15
MMORPG (GTA5, World of Warcraft, Final Fantasy 14, etc.)	12	11	10	13
Card turn-based games (E.g. Hearthstone , Heroes Charge, Yu-Gi-Oh!etc.)	11	11	8	12
Gambling games (E.g. Slotomania, Double Down Casino, big fish casino, etc.)	11	7	8	15
Puzzle adventure (the room, inside, Human: Fall Flat, etc.)	10	13	10	9
Single-player RPG (Assassin's Creed, Devil May Cry, Tomb Raider, etc.)	10	15	13	6
Sports games (E.g. Golf Clash , 8 Ball Pool , NBA 2K , Need for Speed, etc.)	8	10	8	6
ARPG (E.g. Lineage, Marvel Contest of Champions, etc.)	8	8	7	8
Real-time strategy (E.g. Starcraft, Age of Empire, etc.)	7	5	10	7
Building battle royale (Fornite, etc.)	7	4	12	5
Music/Dance (E.g. lovelive!, bangdream, OSU!, cytus, etc.)	7	10	5	7
Casual action (E.g. Color Road ; Hole , Helix Jump , Battle of Balls, etc.)	5	6	5	5
Sandbox (DAYZ, MineCraft , Don't Starve , Fallout, etc.)	5	7	5	4
FTG (Street Fighter, THE KING OF FIGHTERS, etc.)	5	3	6	6
ROBLOX games	5	4	8	3
AR games (E.g. Pokemon GO, ingress, etc.)	4	3	7	2

Q51. What genre of games did you play in the past 4 weeks?

Social media

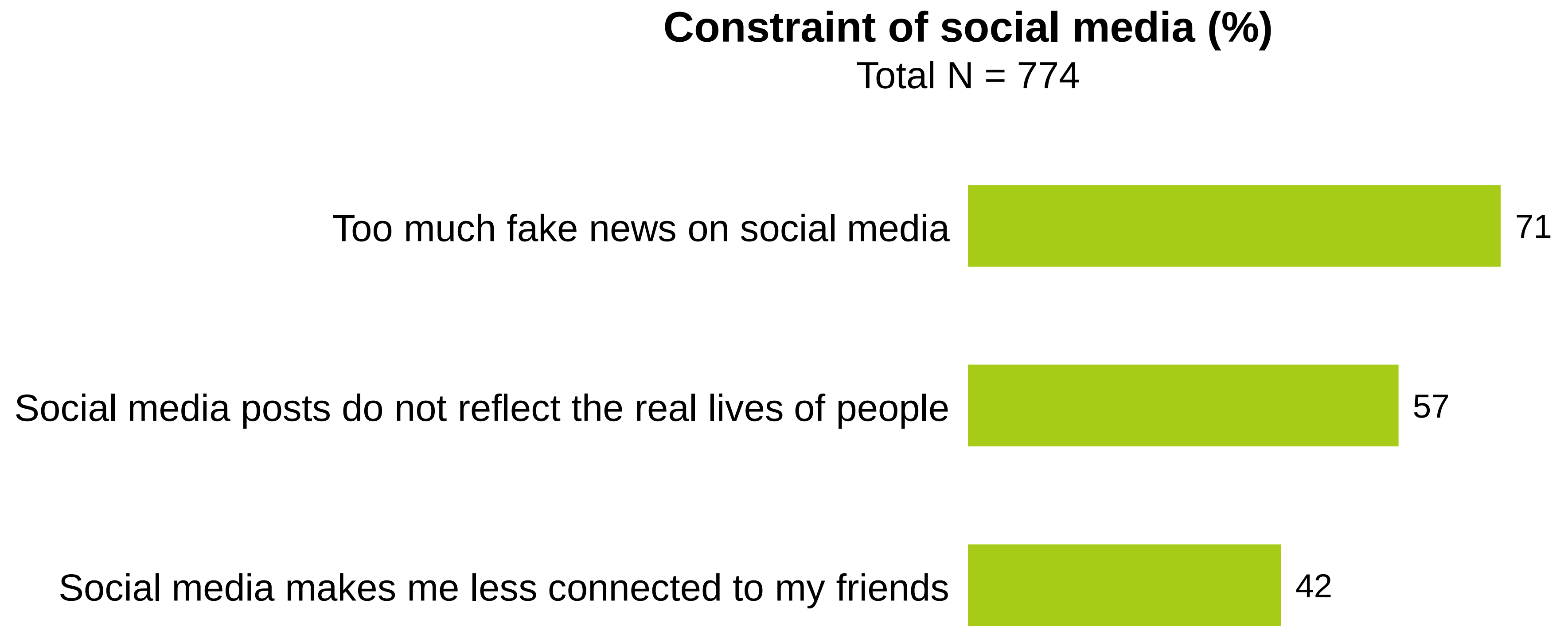
Social media plays critical role in life

Positive aspects of social media (%)
Total N = 774



Q43. Please telll me your opinion about below sstatements related mobile and social network?

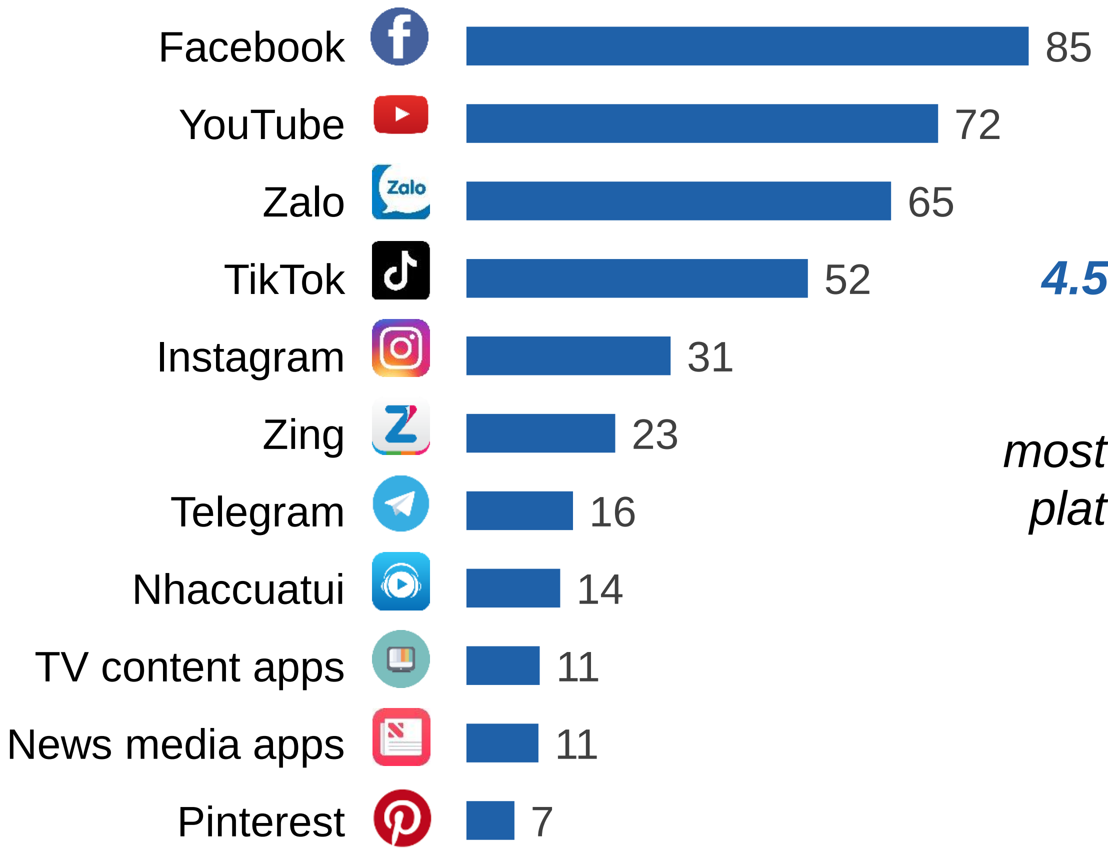
Social media pitfalls are recognized



Q43. Please telll me your opinion about below sstatements related mobile and social network?

Facebook, Zalo, YouTube and TikTok dominate

Social media platform used in past 1 week (%)
Base on total N = 788



***4.5** sources on average*
–
*most people use **3** platforms **(44%)***

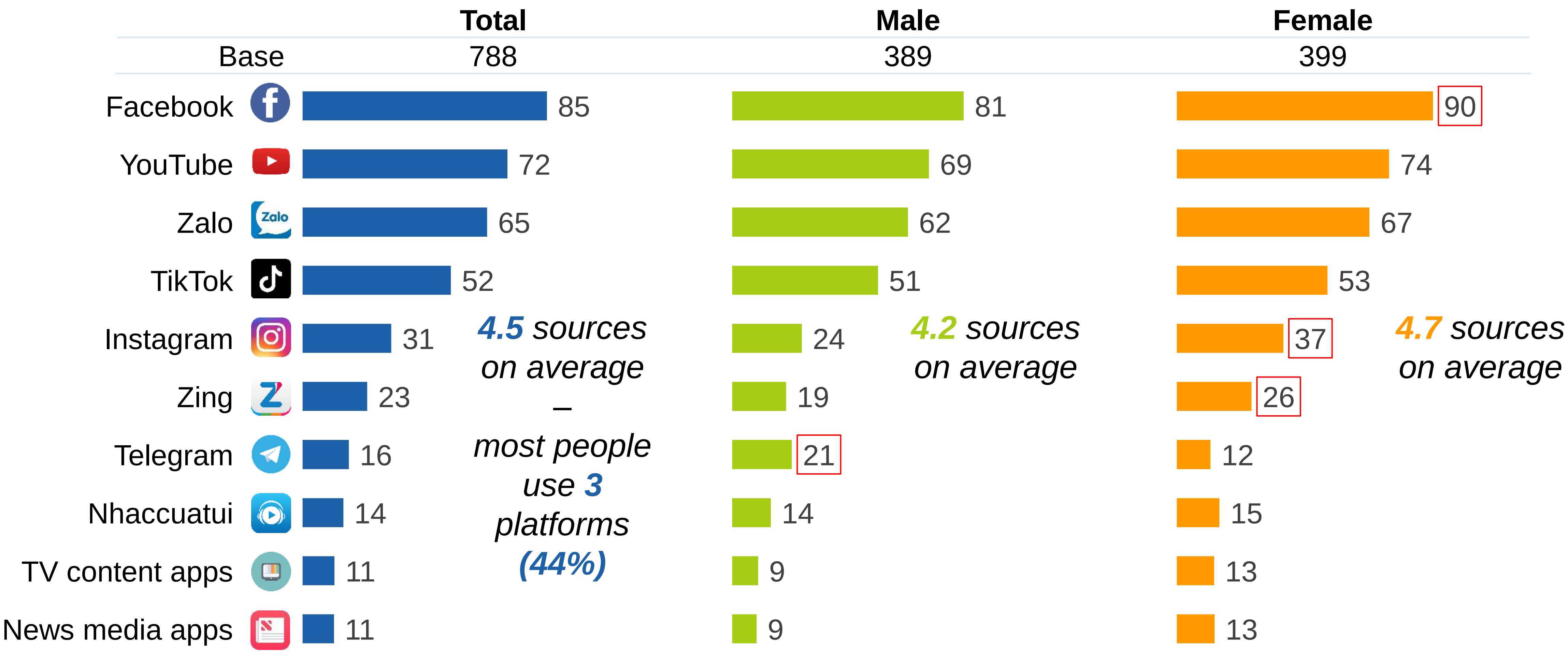
Twitter	7
Spotify	6
WeChat	5
Discord	4
Whatsapp	3
LinkedIn	3
Tinder	2
Line	2
Snapchat	2
Tumblr	2
Podcasts	1

Q40: Mobile and online sources used in last week

Females use more platforms, especially Instagram

- Telegram attract more males.

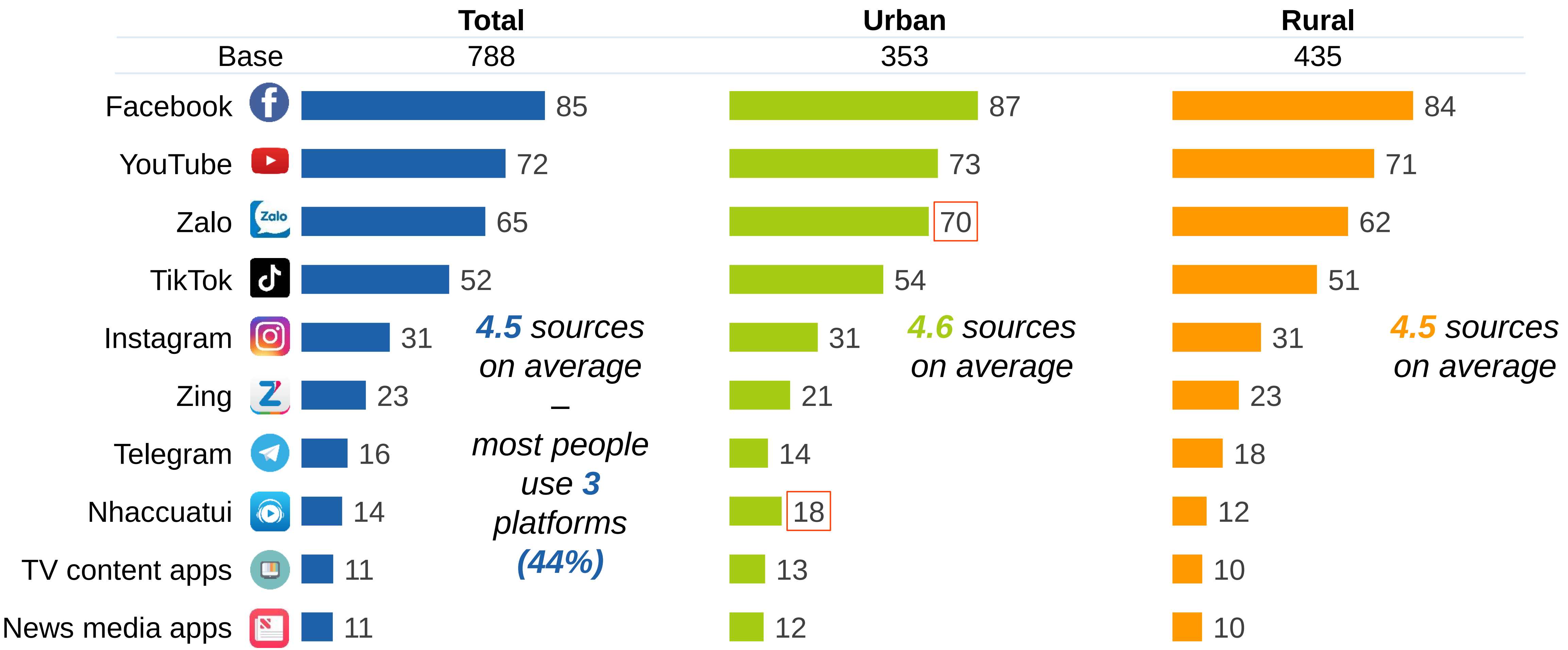
Social media platform used in past 1 week (%)



Q40: Mobile and online sources to be used last week

Zalo and Nhaccuatui are more common in urban Vietnam

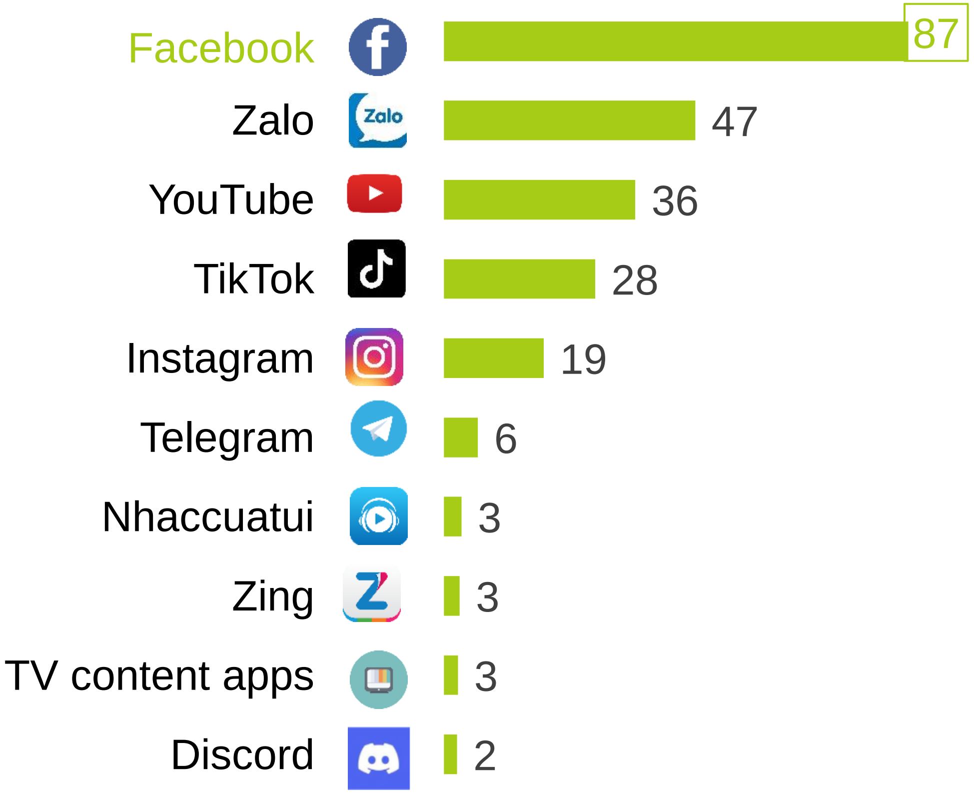
Social media platform used in past 1 week (%)



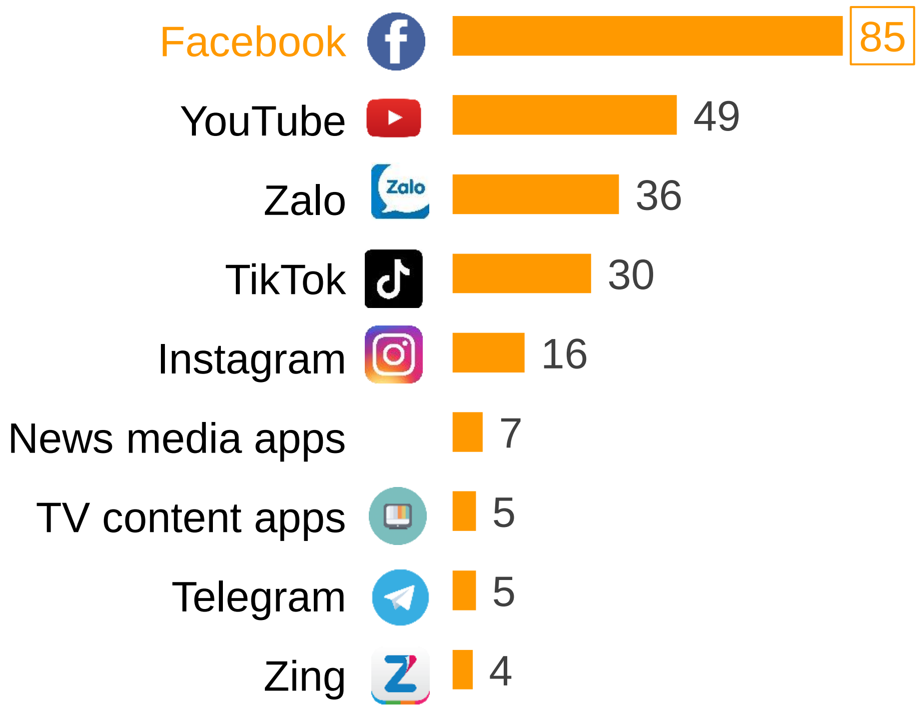
Q40: Mobile and online sources to be used last week

Facebook, Zalo, YouTube and TikTok dominate

Online sources for socializing last week (%)
N = 749



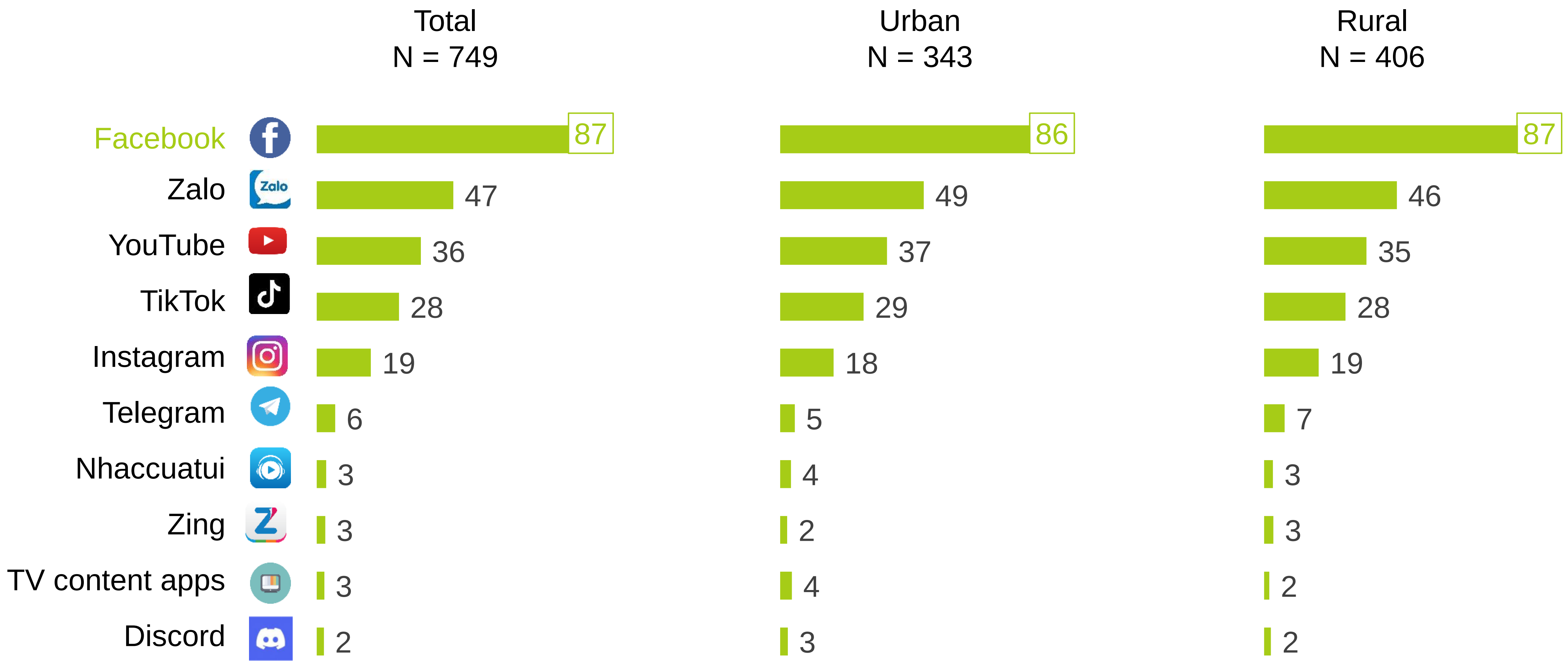
Online sources for news last week (%)
N = 749



Q41: Top 3 mobile and online sources to be used most often for socialising?
Q42. Top 3 mobile and online sources to be used most often for news?

Facebook, Zalo, YouTube and TikTok dominate across strata

Online sources for socialising last week (%)

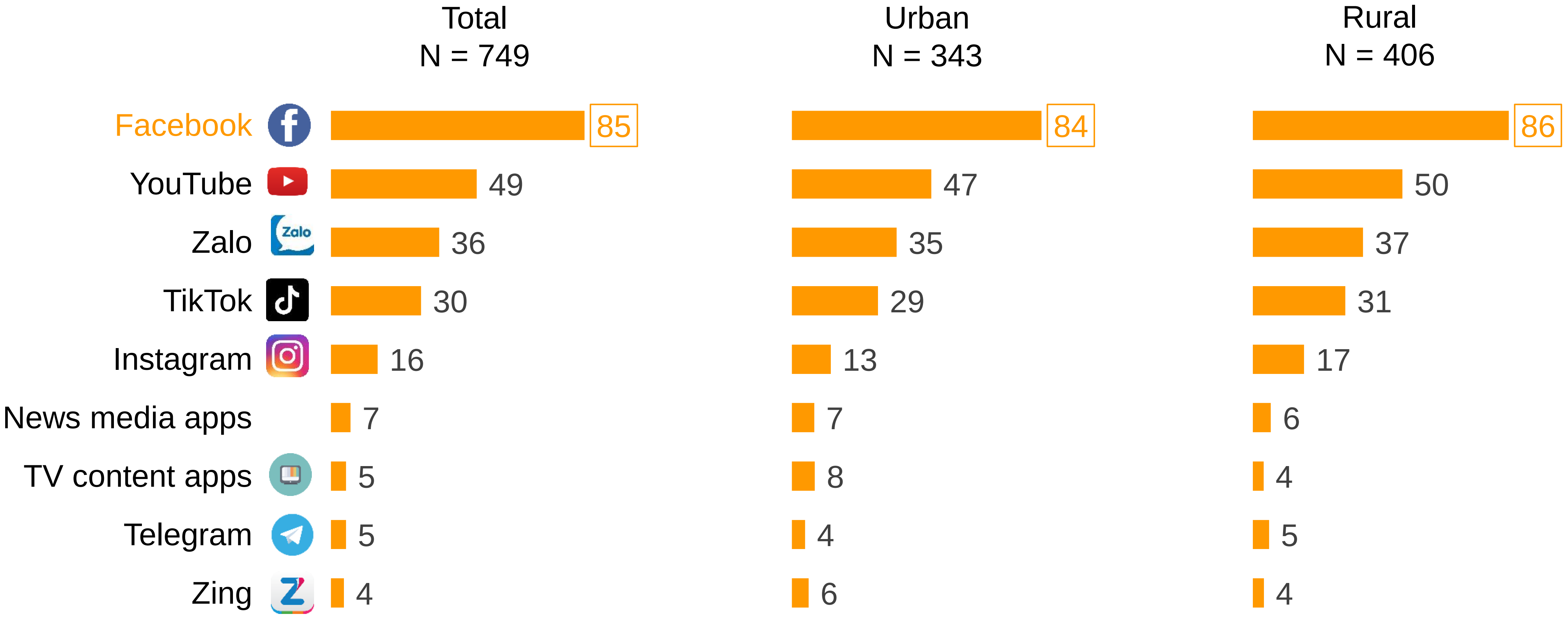


Q41: Top 3 mobile and online sources to be used most often for socialising?
Q42. Top 3 mobile and online sources to be used most often for news?

Facebook, Zalo, YouTube and TikTok dominate

- YouTube is slightly more common in rural area.

Online sources for news last week (%)



Q41: Top 3 mobile and online sources to be used most often for socialising?
Q42. Top 3 mobile and online sources to be used most often for news?

Video streaming

Facebook, YouTube and TikTok are the most common video content platforms

- iQiYi and Iflix are more popular amongst age 16-19 years.

Video content platform used in past 1 week (%)

	Total	Male	Female	16-19 years	20-24 years	25-29 years
Base	749	366	383	182	215	352
Facebook	59	55	63	57	55	62
YouTube	50	48	53	50	47	52
TikTok	30	26	34	32	31	29
FPT Play	8	7	9	10	8	7
Netflix	5	4	6	7	6	4
Zing TV (VNG Corp)	4	3	6	4	6	4
Clip TV	4	5	3	5	4	4
VieON	4	3	5	4	4	4
WeTV	4	2	6	7	5	2
iQiYi	3	3	4	8	1	2
Galaxy Play	3	4	2	3	4	3
Apple TV+	3	2	3	2	3	3
ON / VTVCab ON	2	2	3	2	3	2
K+	2	3	1	1	3	2
Disney +	2	2	2	1	2	2
iFLIX	2	3	1	5	2	0
Amazon Prime Video	2	3	1	1	3	1

Q52. Where to watch video content in past week

Facebook, YouTube and TikTok are more common in urban

Video content platform used in past 1 week (%)

	Total	Urban	Rural
Base	749	353	435
Facebook	59	64	57
YouTube	50	59	46
TikTok	30	34	28
FPT Play	8	11	6
Netflix	5	6	4
Zing TV (VNG Corp)	4	5	4
Clip TV	4	4	4
VieON	4	6	3
WeTV	4	5	3
iQiYi	3	3	4
Galaxy Play	3	4	3
Apple TV+	3	2	3
ON / VTVCab ON	2	4	2
K+	2	3	1
Disney +	2	2	2
iFLIX	2	3	2
Amazon Prime Video	2	2	2

Q52. Where to watch video content in past week

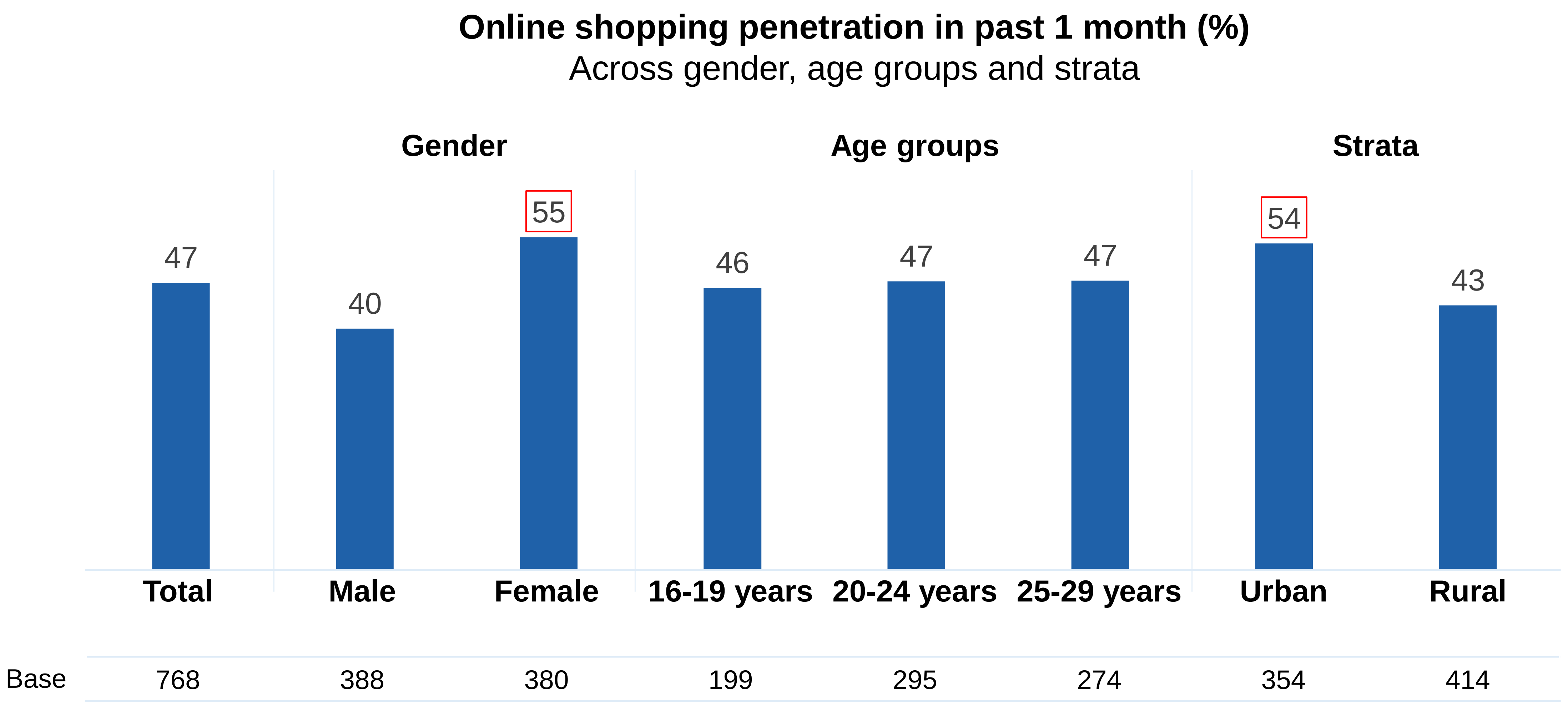
Shopping and payments

Shopping

Online is preferred over physical stores

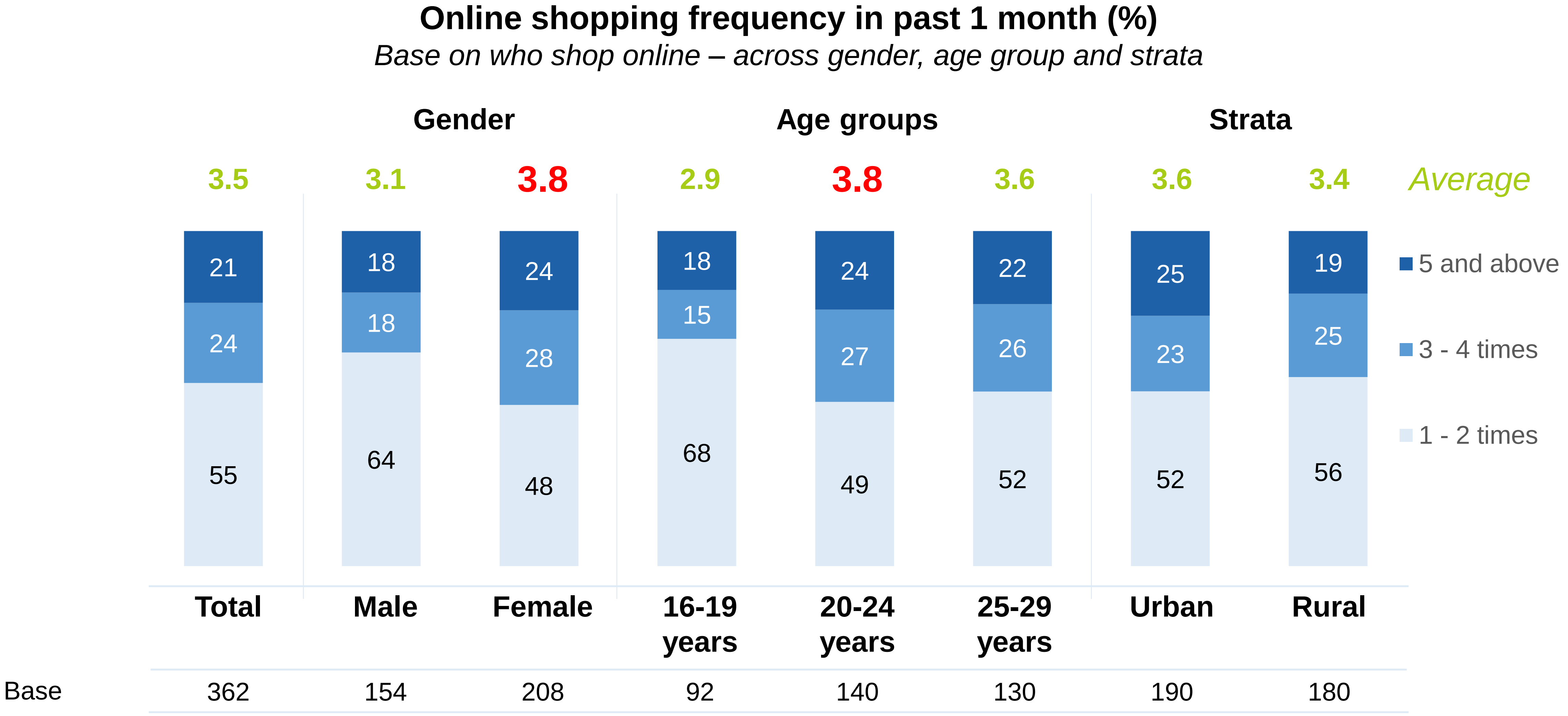
Q53. Which of these opposing statements do you most agree with?

Nearly half shopped online in the past one month, more amongst females and in urban areas



Q44. Please tell me number of times of online shopping in the past one month?

They shop 4 times a month on average, female and those aged 20-24 years shop more often

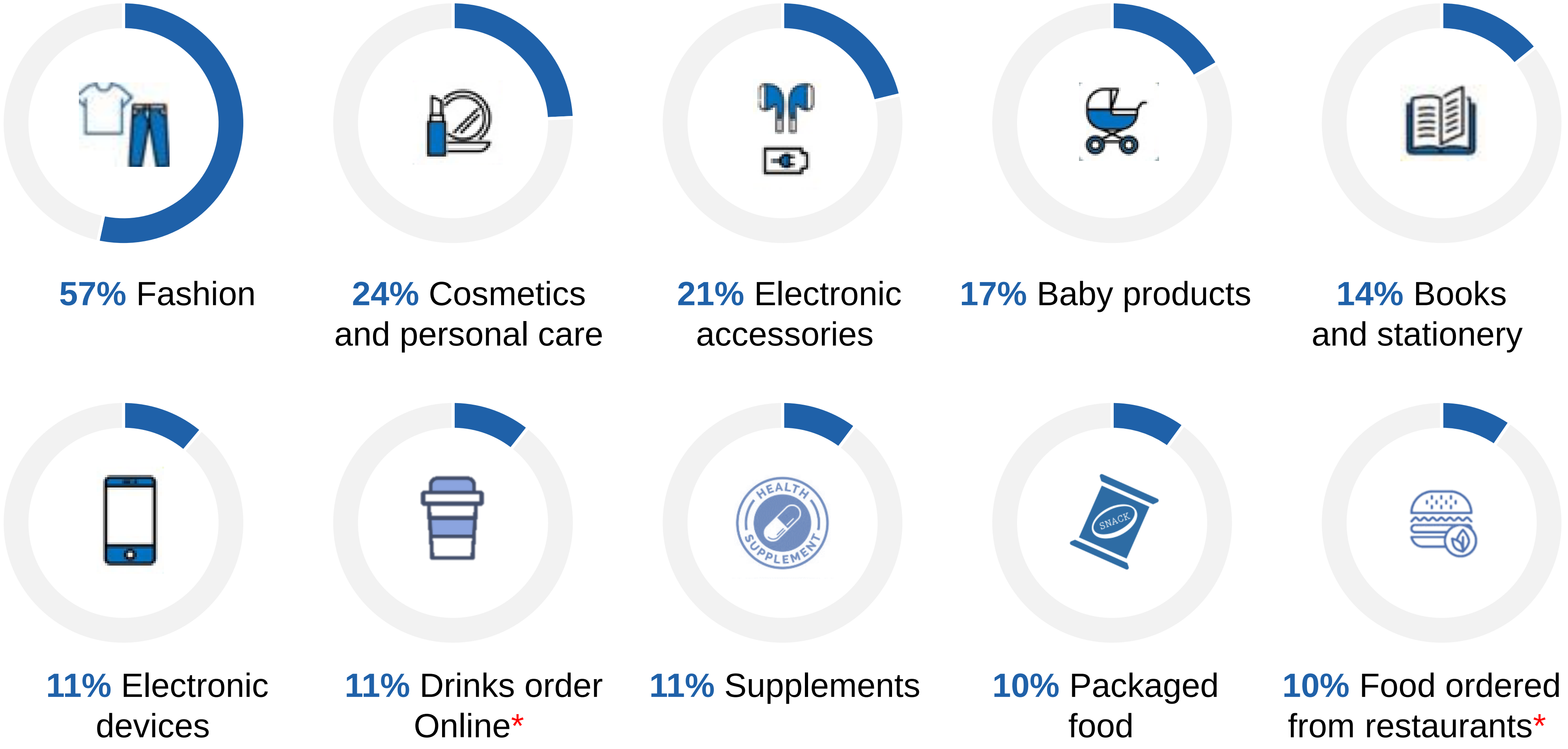


Q44. Please tell me number of times of online shopping in the past one month?

Fashion is the most common category purchased online, followed by cosmetics, personal care and electronic accessories

Top 10 categories purchased online in past 1 month (%)

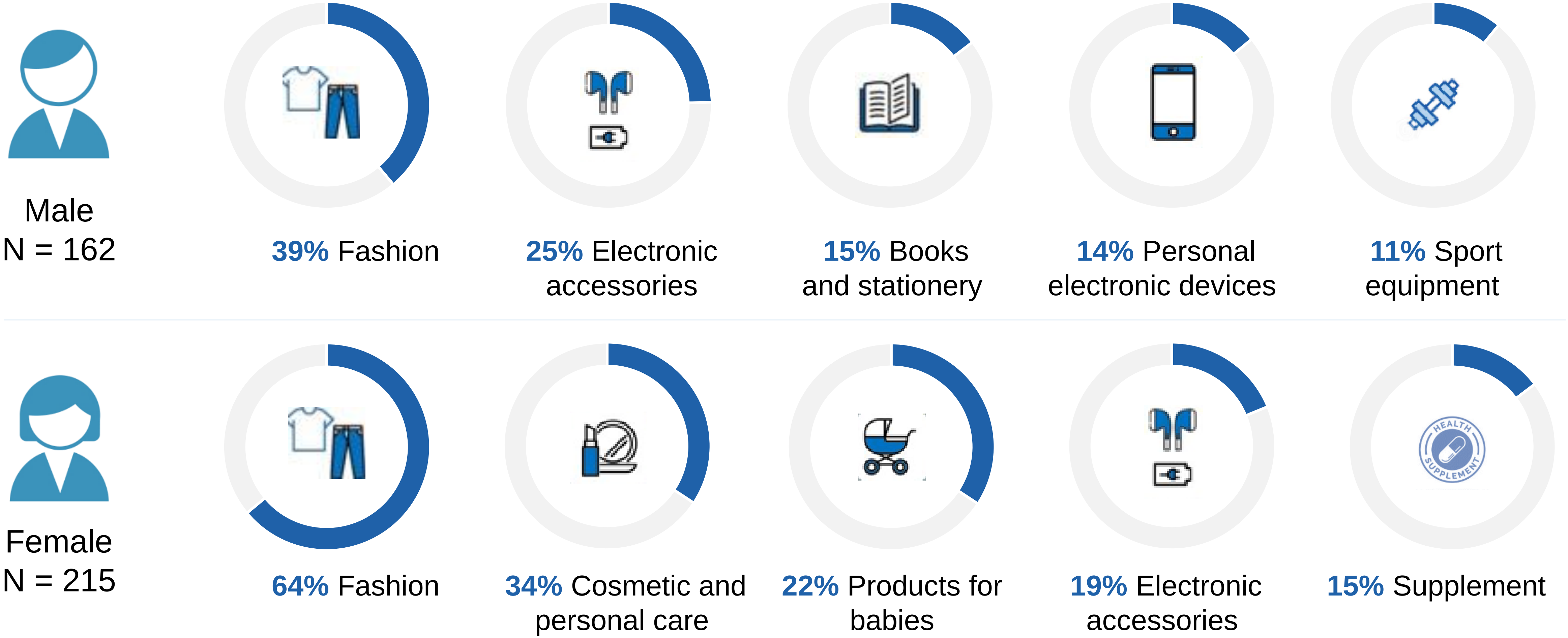
Base on who shop online - total N = 362



*During social distancing, food & beverage ordered online are limited

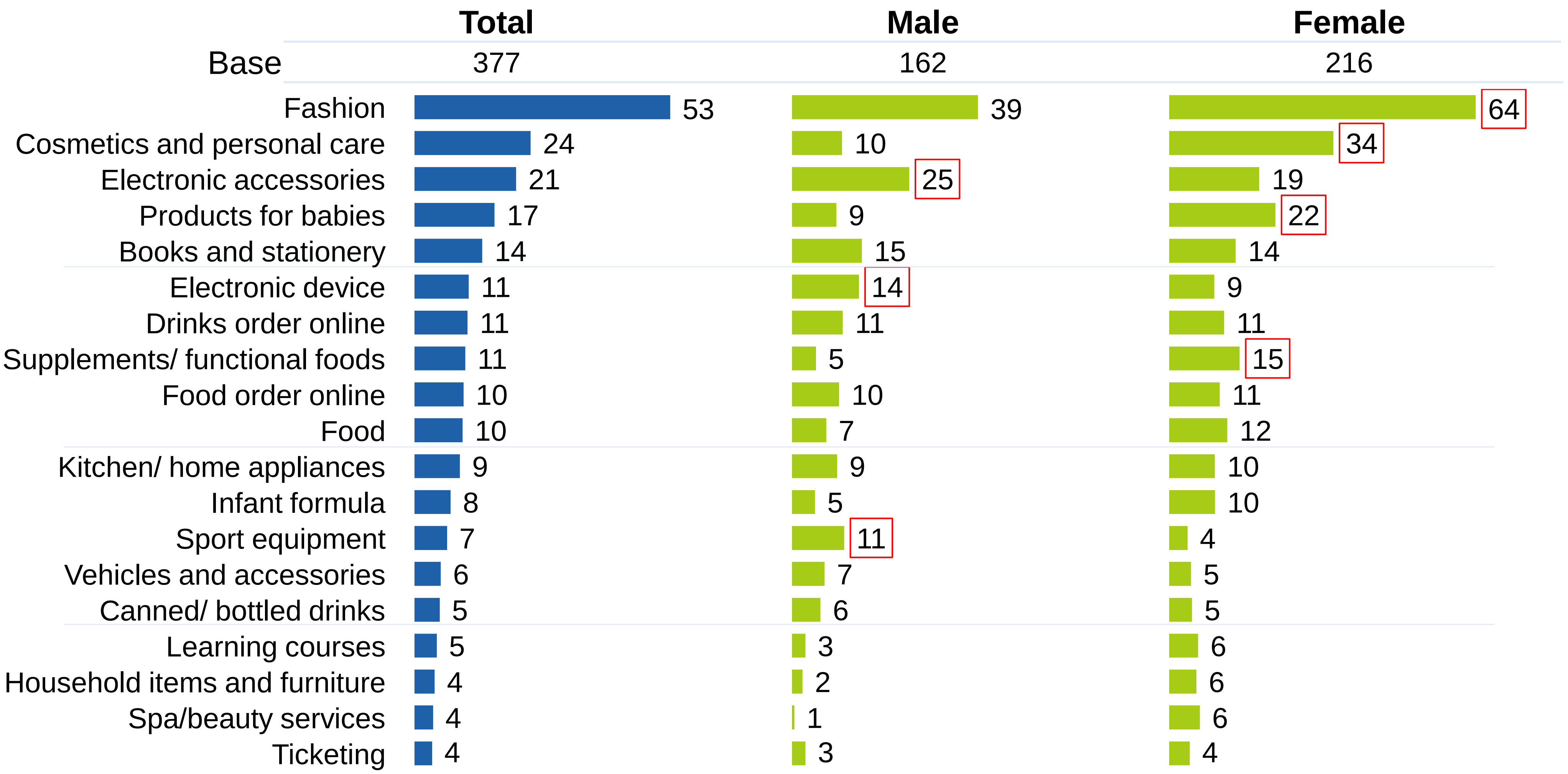
Most popular categories purchased online across gender

Top 5 categories purchased online in past one month (%)
Base on who shop online – across gender



Popular categories purchased online

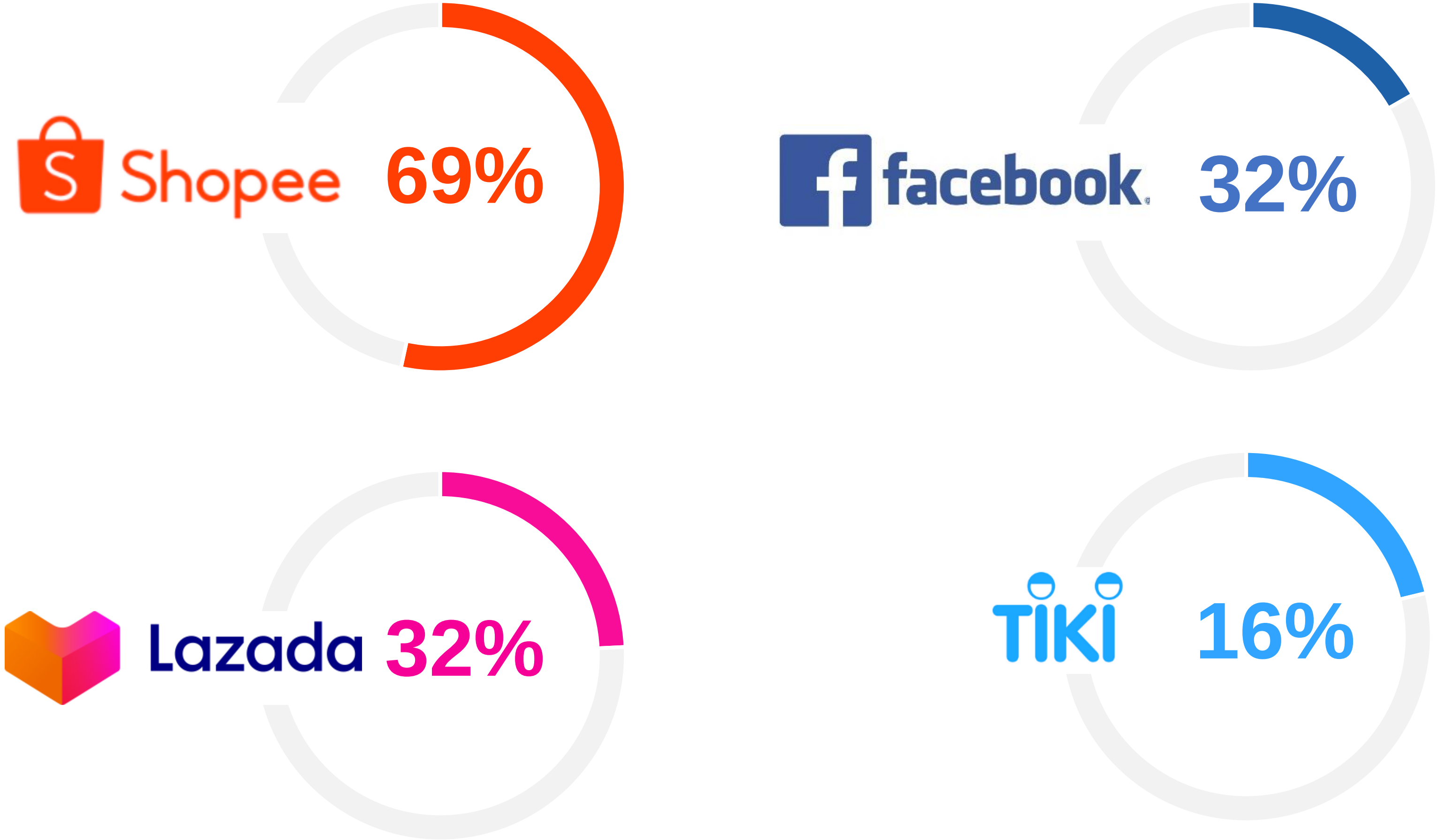
Categories purchased online in past 1 month (%)
Across gender



Q46. What kind of categories have you purchased on shopping platforms in past 1 month?

Shopee dominates e-commerce

Online shopping platforms used in past 1 month (%)
Base on who shop online – total N = 362



Q45. What is shopping platforms to be used in past 1 month?

Lazada is more preferred by male and those aged 20-24 years whilst Facebook attract more female and those aged 25-29 years

Online shopping platforms used in past 1 month (%)

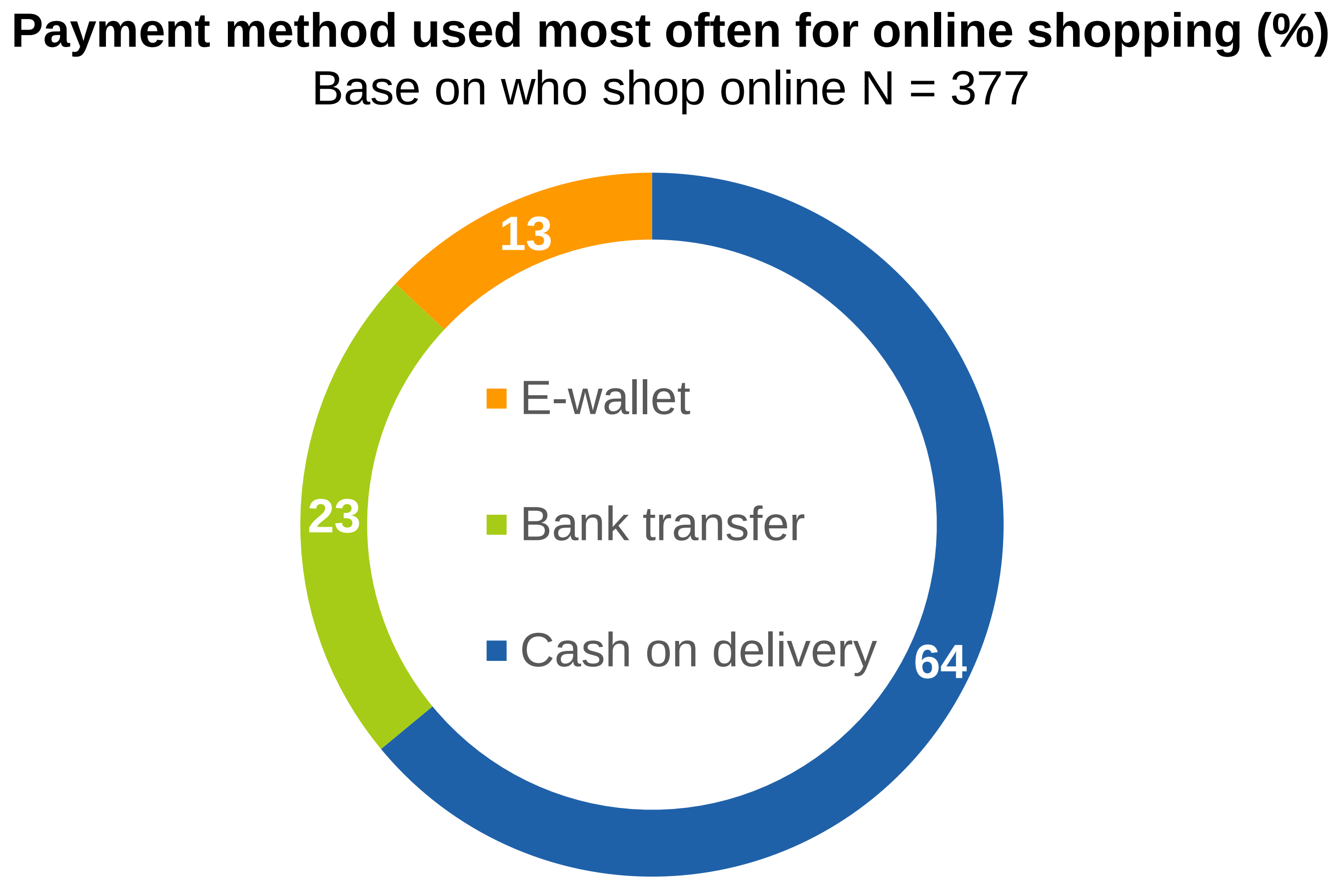
Across gender and age groups

	Total	Gender: Male	Gender: Female	Age group: 16-19 years	Age group: 20-24 years	Age group: 25-29 years
Base	377	162	215	94	149	134
Shopee	69	61	75	73	65	71
Facebook	32	23	39	20	30	43
Lazada	32	37	28	23	36	32
Tiki	16	13	17	8	17	19
Zalo	9	10	9	2	12	11
Grab	6	6	6	4	8	5
Thegioididong	6	9	4	3	6	8
Sendo	6	6	6	3	4	10
Baemin	5	5	6	4	6	6
Diemayxanh	5	5	4	4	4	5
FPT shop	4	4	1	3	3	2
Vatgia	2	2	1	0	1	3

Q45. What is shopping platforms to be used in past 1 month?

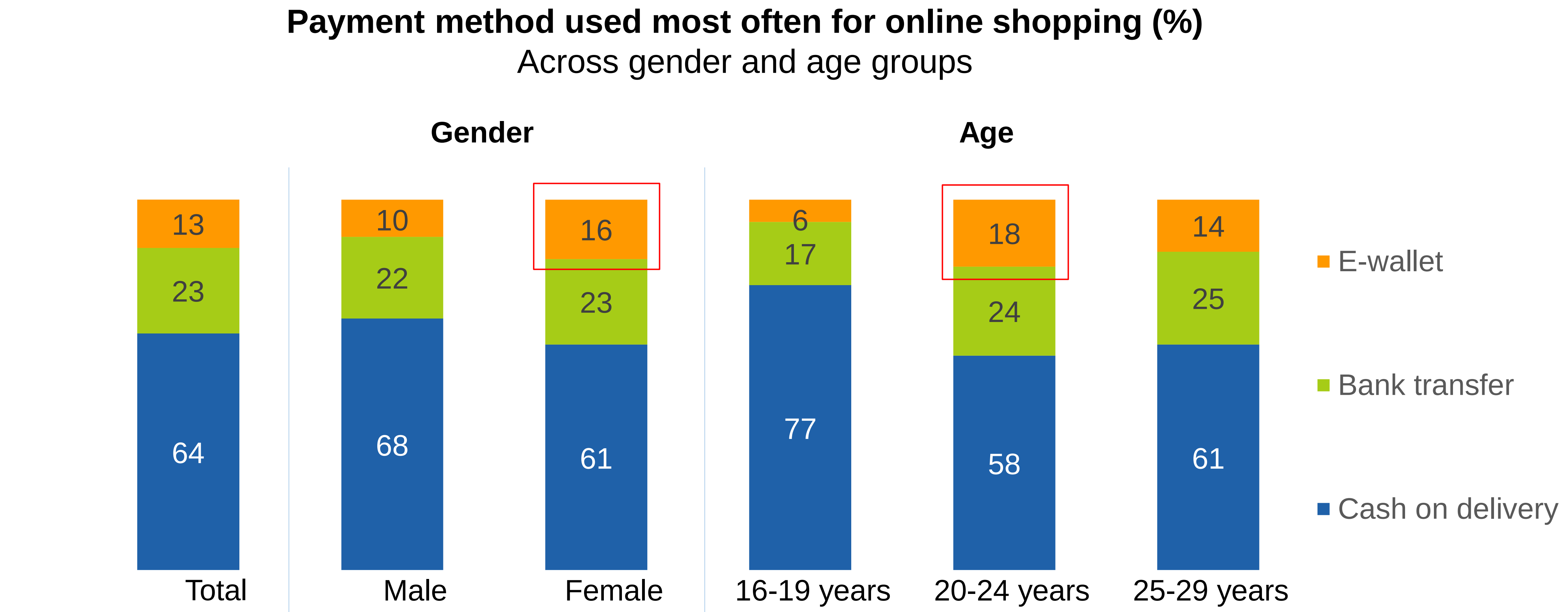
Payment methods

Cash on delivery is still the most common payment method for online shopping, followed by bank transfer



Q47. Shopping online payment method in past 1 month

E-wallet is more popular amongst female and those aged 20-24 years



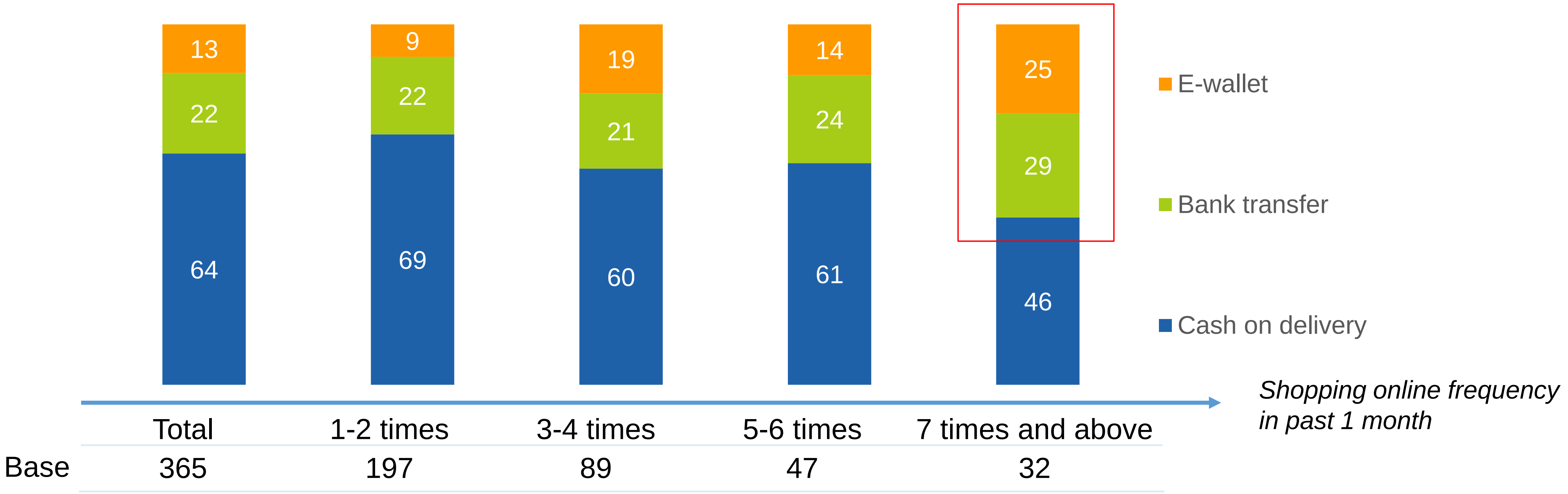
	Total	Male	Female	16-19 years	20-24 years	25-29 years
Base	377	162	215	94	149	134

Q47. Shopping online payment method in past 1 month

Heaviness of online shopping drives use of non-cash methods

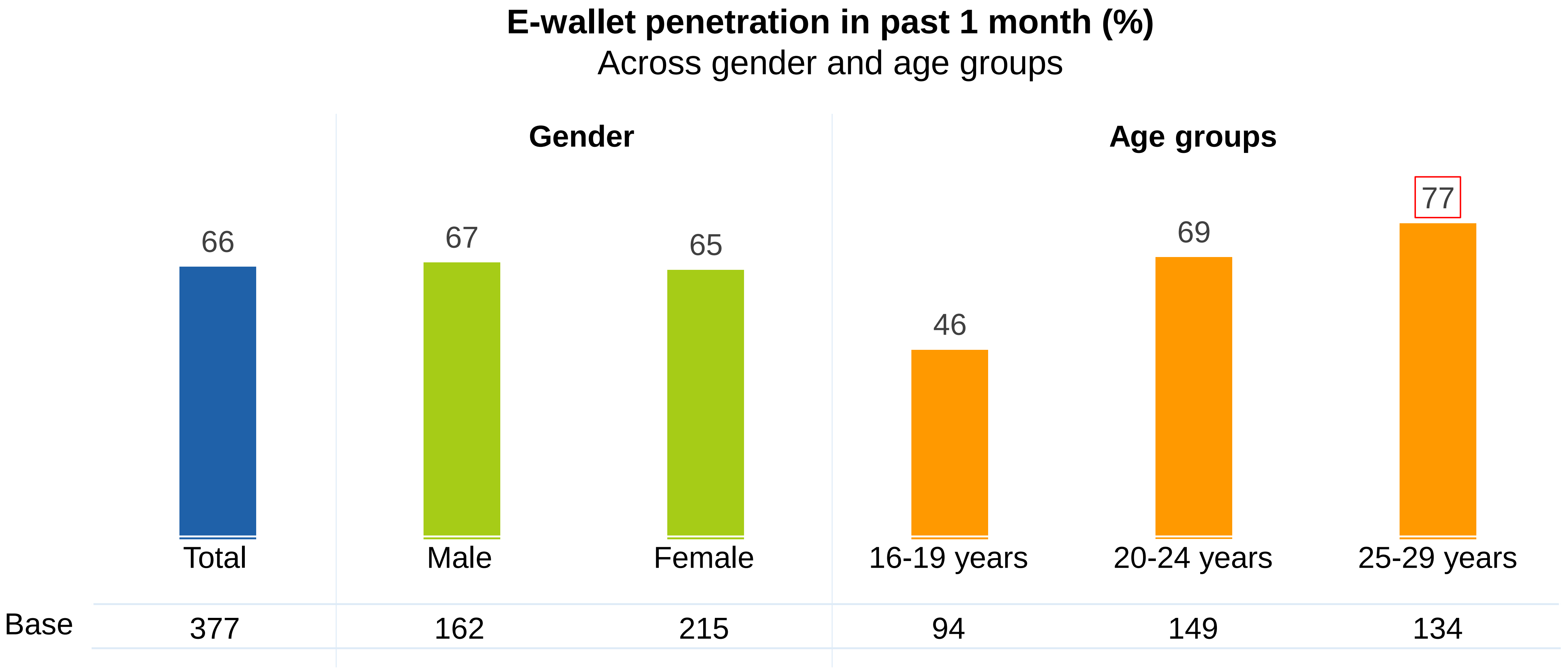
- Amongst who shop online very frequently (more than 7 times a month), half use non-cash as their most often used payment method.

Payment method used most often for online shopping (%)



Q47. Shopping online payment method in past 1 month

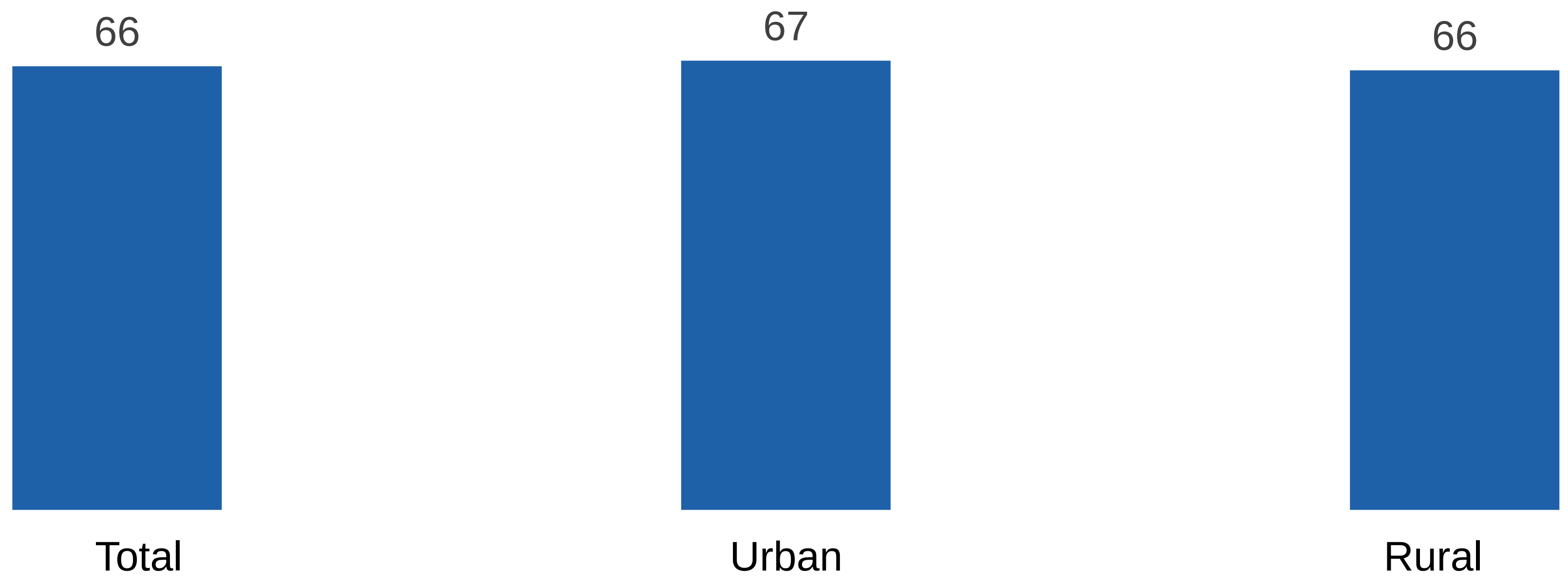
For all uses (including online shopping), e-wallet establishes high penetration, especially amongst 25-29 years



Q48. What e-wallet service have you used most often in past 1 month?

For all uses (including online shopping), e-wallet establishes high penetration, consistently across urban and rural

E-wallet penetration in past 1 month (%)



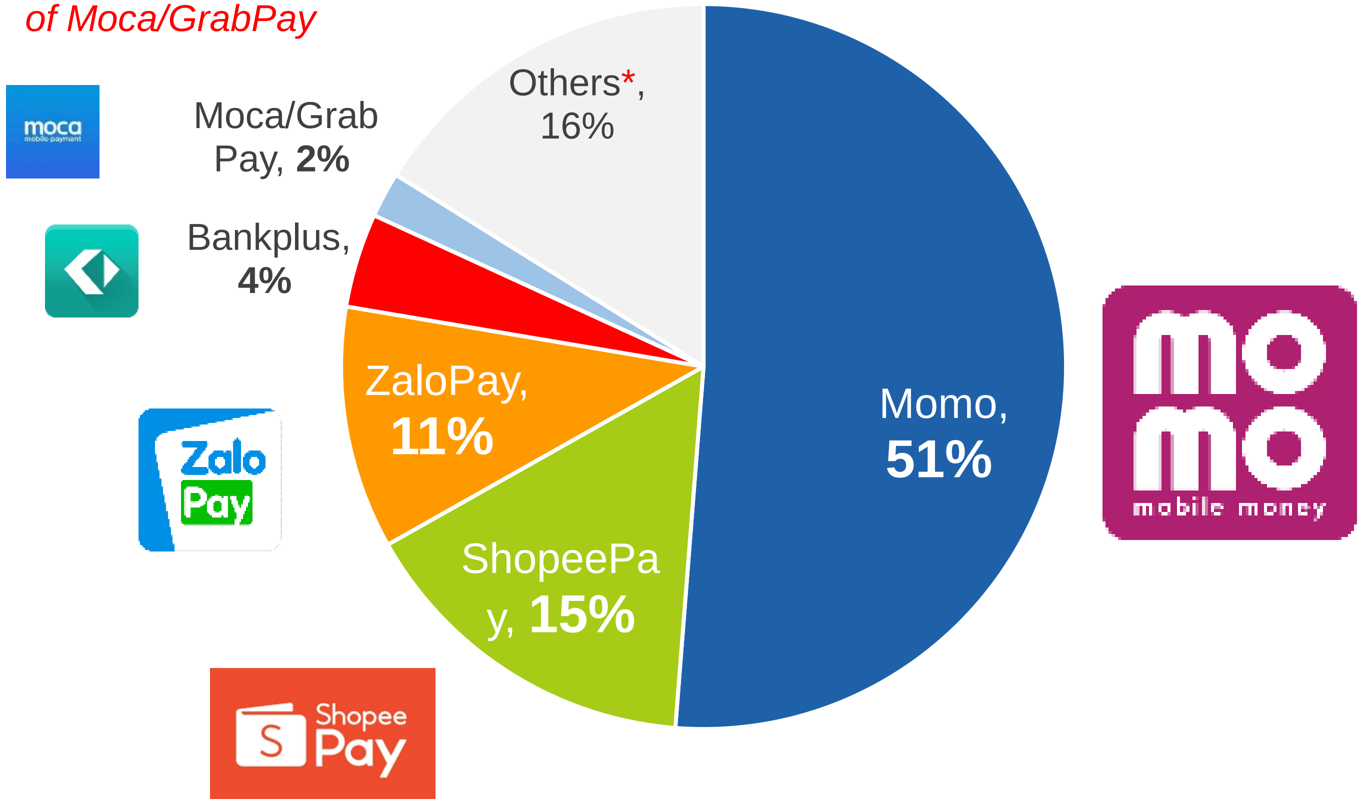
	Total	Urban	Rural
Base	377	193	184

Q48. What e-wallet service have you used most often in P1M?

Momo lead the market with 51% share, followed by ShopeePay

E-wallet brands used most often (%)
Base on who use e-wallets in past month N = 249

Social distancing may limit usage of Moca/GrabPay

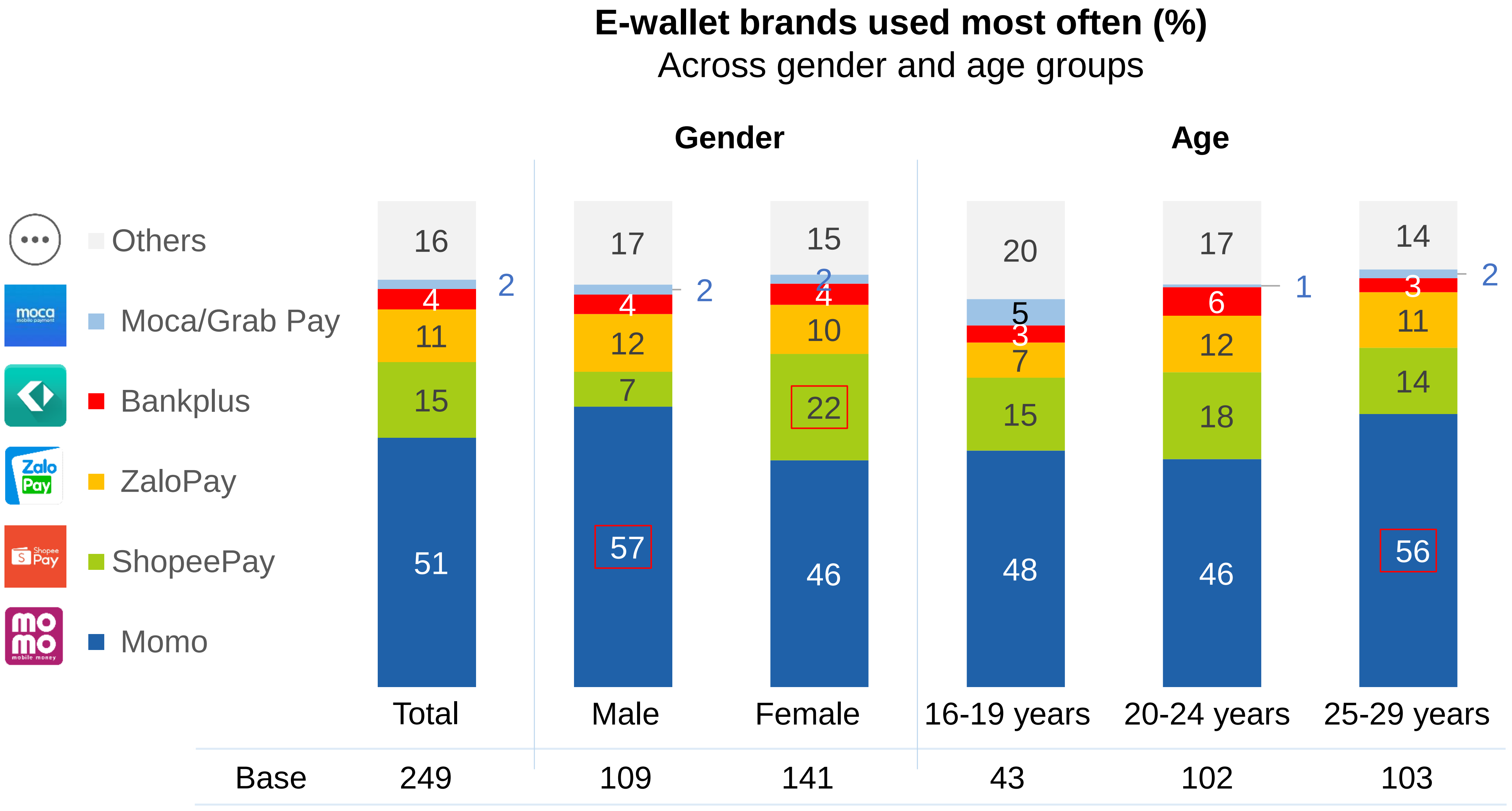


Other e-wallet*
(1-2% share for each)

VIMO
VTPay / ViettelPay
Payoo
eDong / ECPay
Ví Việt
VTC Pay
WePay

Q48. What e-wallet service have you used most often in past 1 month

Momo is even stronger amongst males and those aged 25-29 years. ShopeePay achieves a bigger share amongst females.

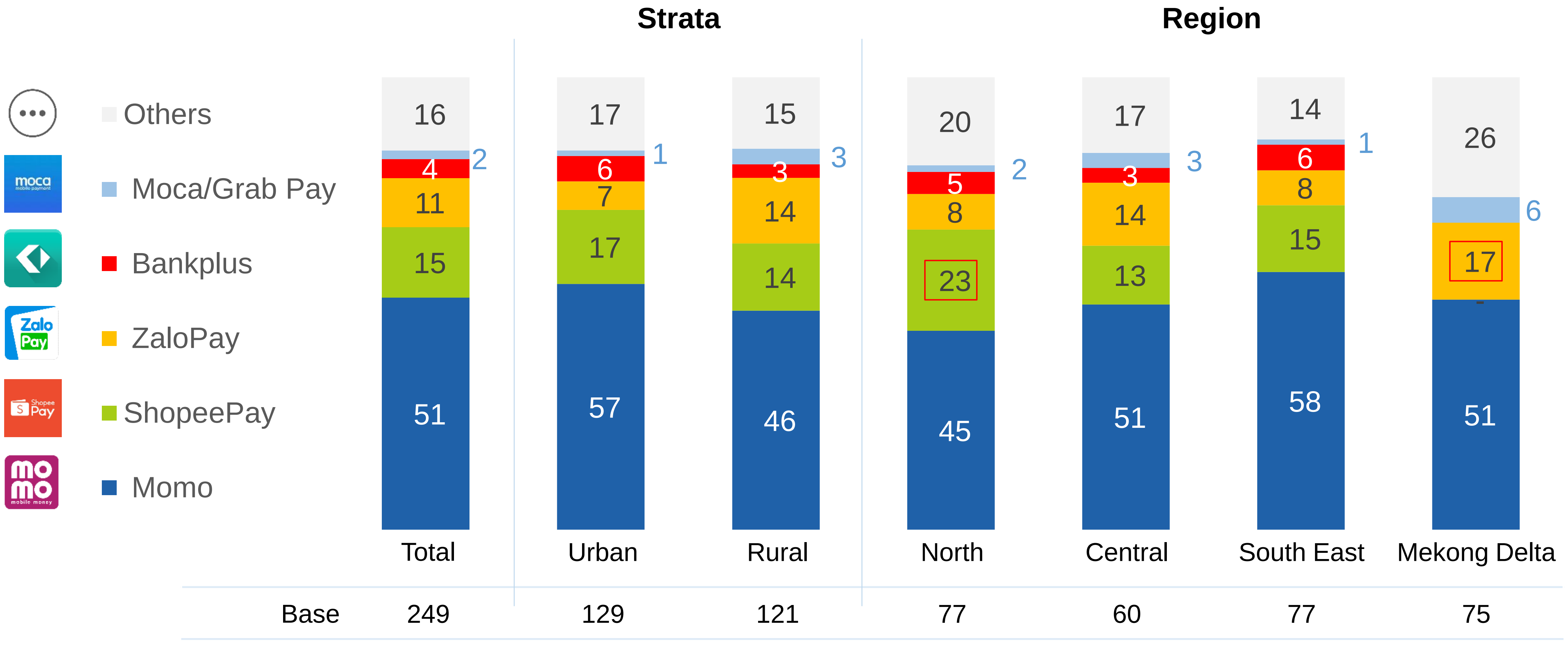


Q48. What e-wallet service have you used most often in past 1 month

ShopeePay is used more in the North whilst ZaloPay achieves more share in the Mekong Delta

- Momo is stronger in urban and South East areas.

E-wallet brands used most often (%)
Across strata and regions



Q48. What e-wallet service have you used most often in past 1 month

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