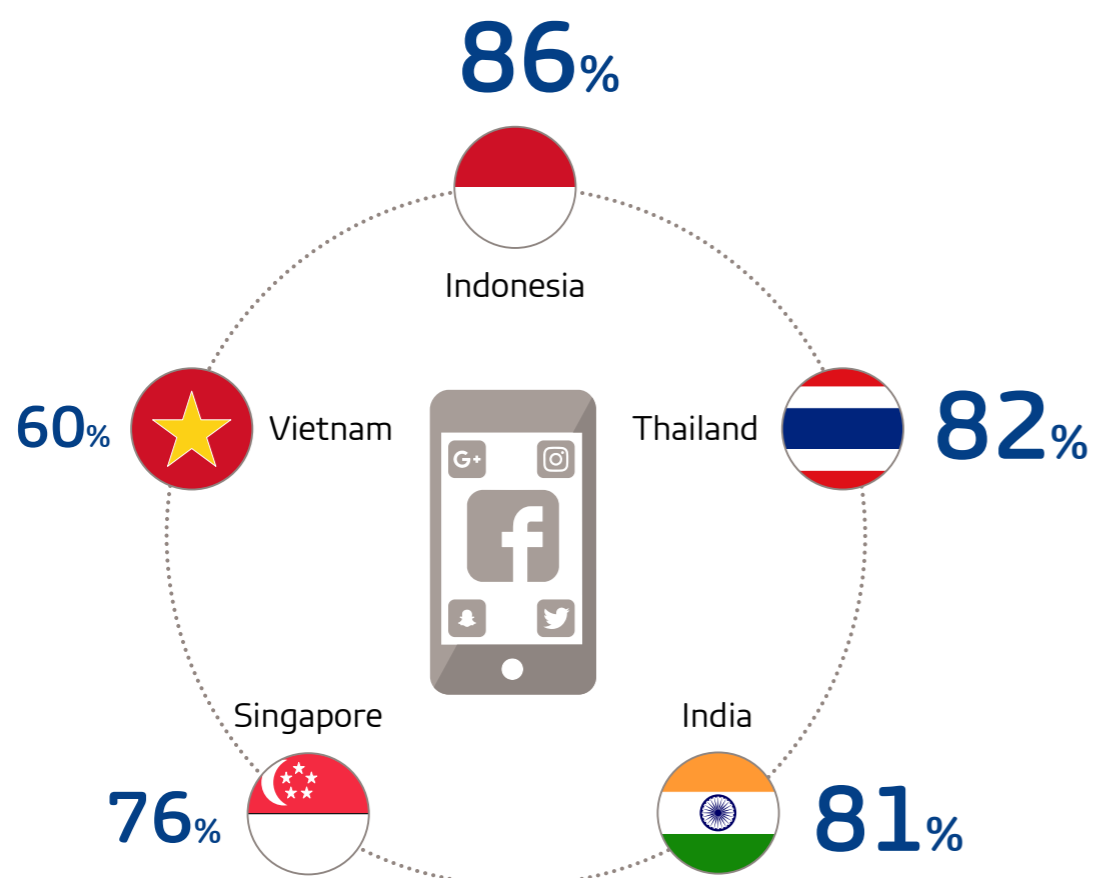


SOCIAL IS MOVING FROM SIMPLE NETWORKING TO CUSTOMER SERVICE AND E-COMMERCE



Social apps are widely used across the Asian countries with Indonesia leading the way followed by Thailand

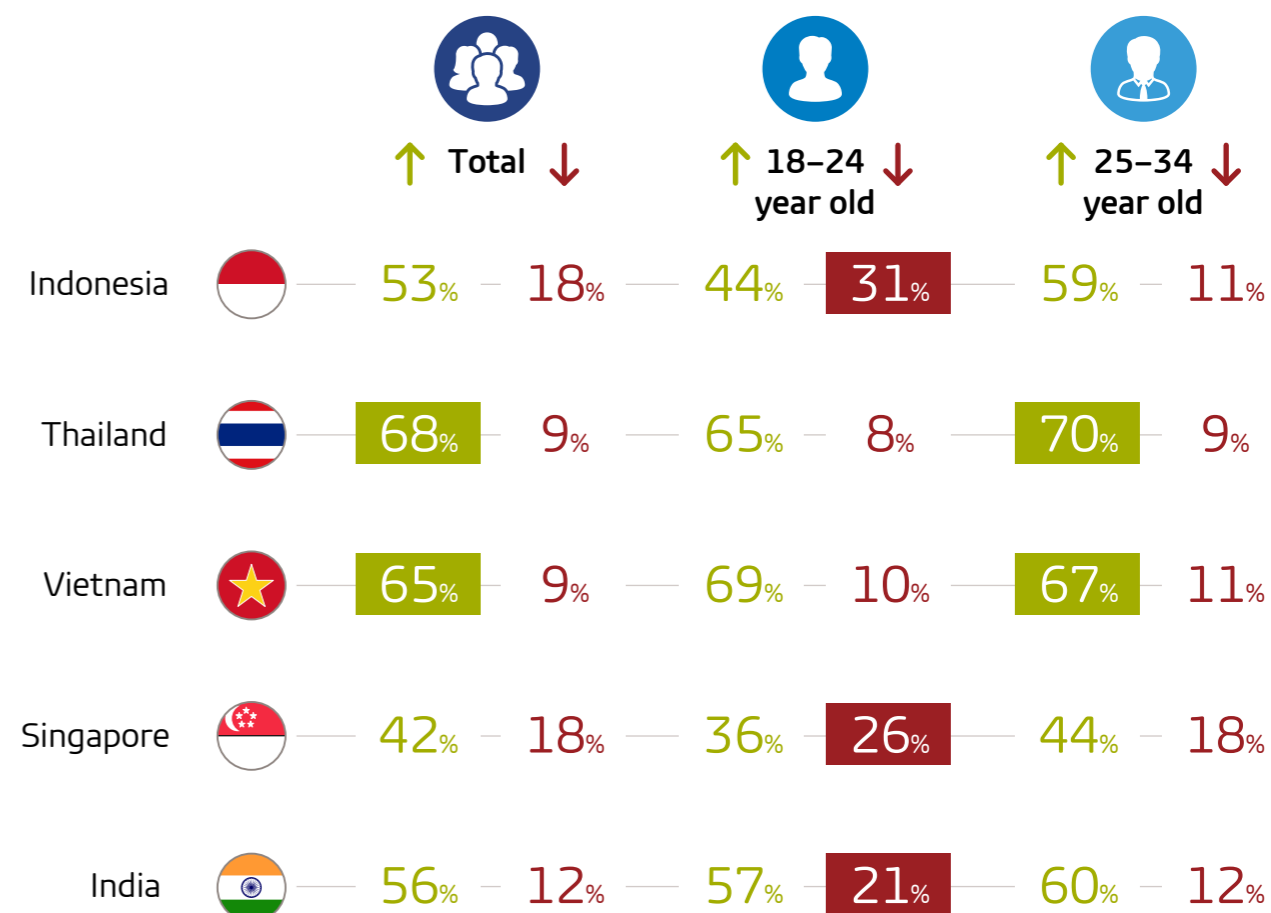
Usage of social apps



% of people using social apps more than once a week

Younger audiences always seeking new platforms

Claimed change in Facebook usage over last one year

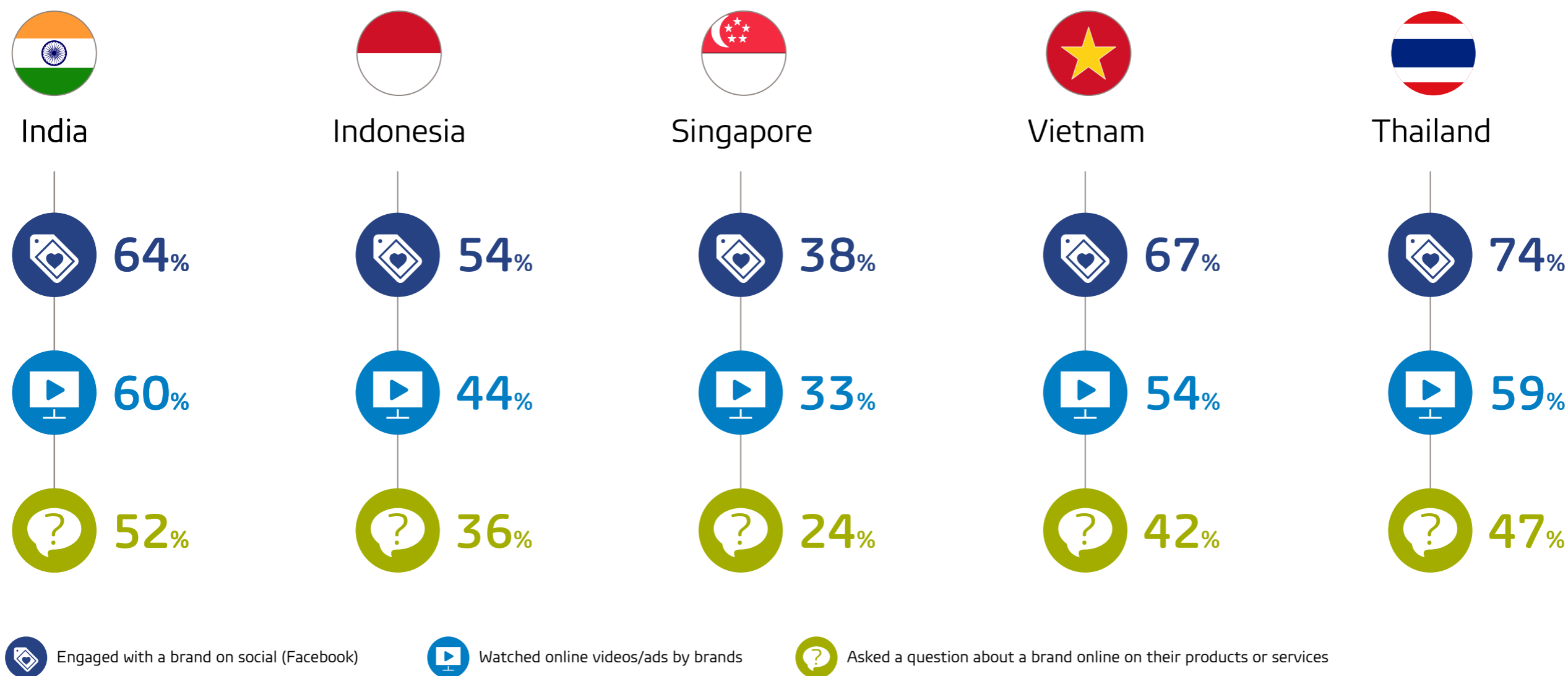


↑ Gone up ↓ Gone down

% of people who use Facebook regularly

India and Indonesia more engaged online than the rest

Online engagement with brands in the past week



% of people who are engaged with companies or brands online