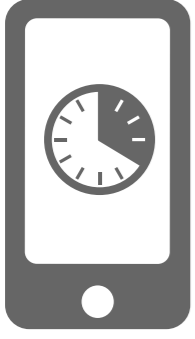
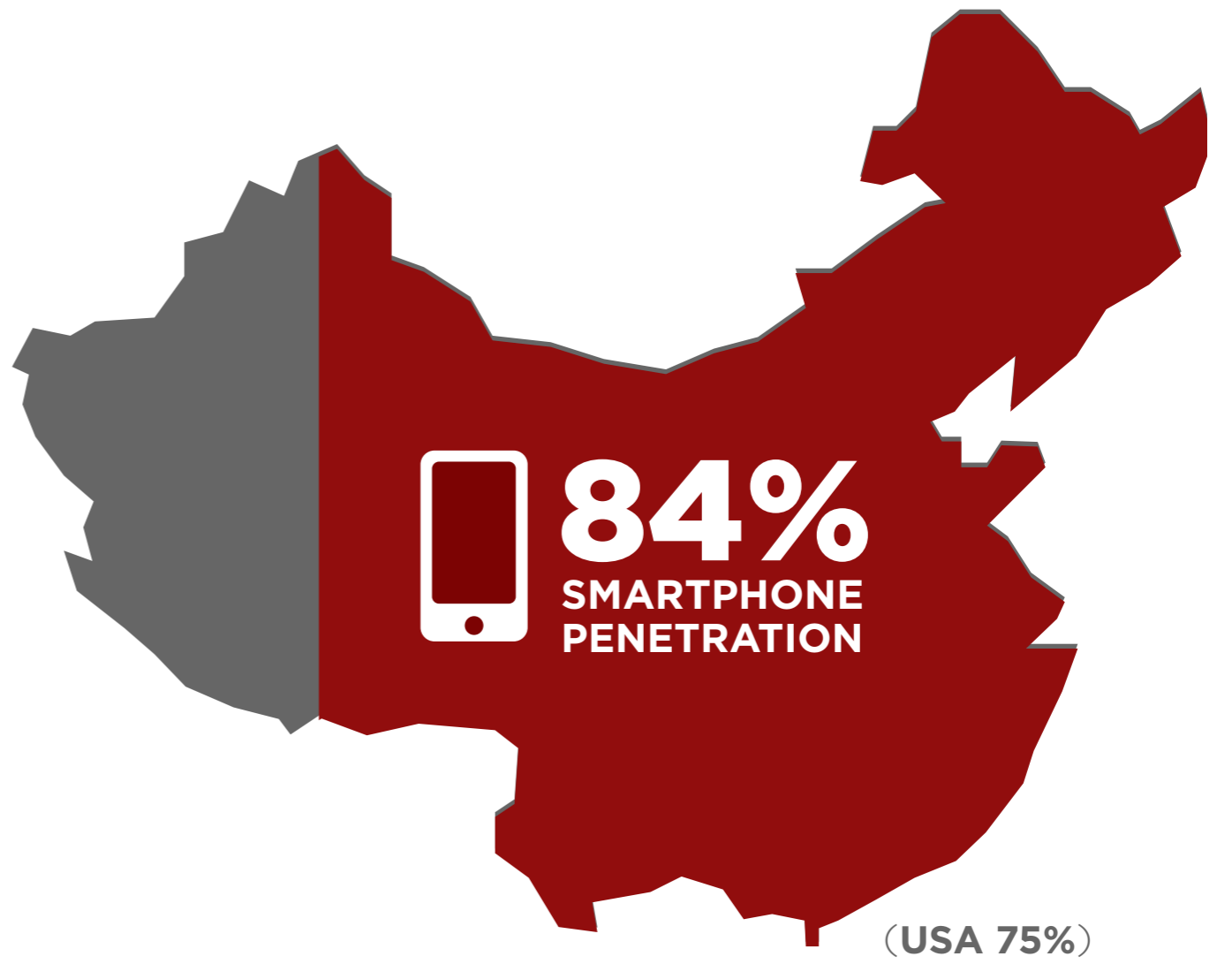


CHINA

SOCIAL MEDIA REVOLUTION



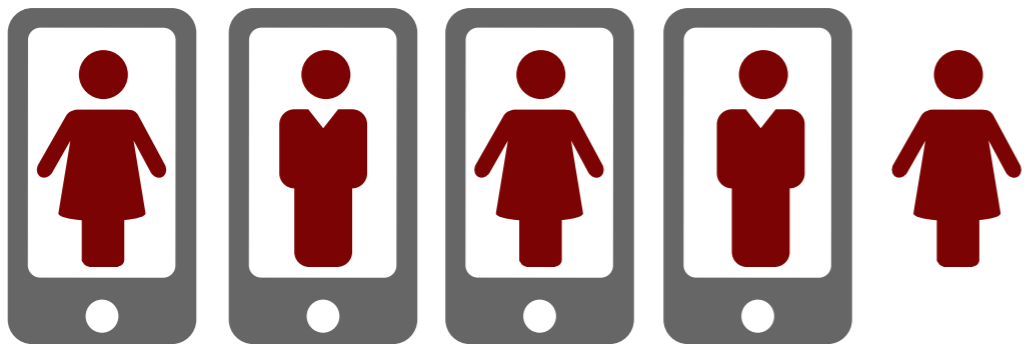
One-third of Chinese leisure time is spent on the Internet, especially on mobile phones in China according to CCTV research in 2015.



Population



Mobile Subscribers

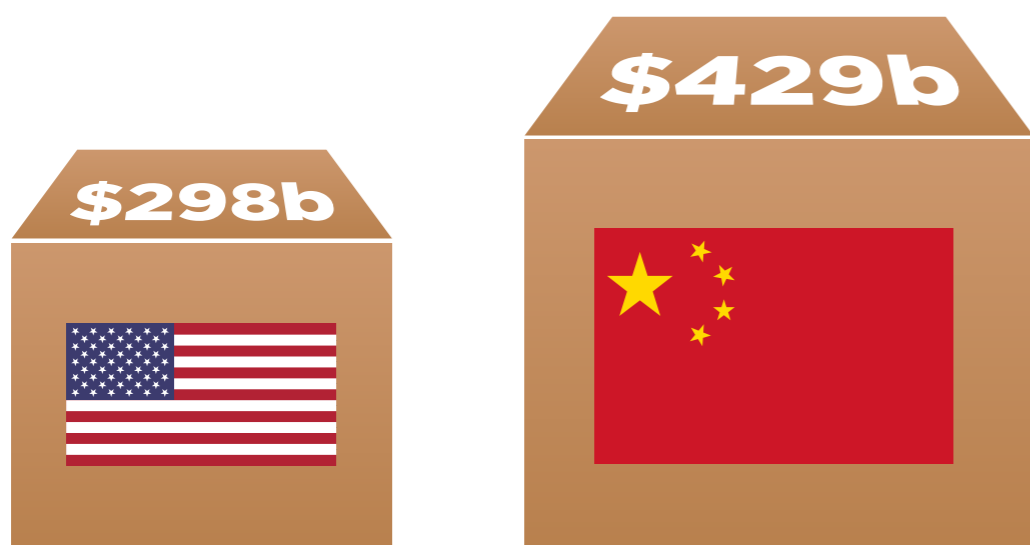


4 out of 5 Chinese Internet users access it through mobile.



The average Chinese reads WeChat for more than 40 minutes a day.

Internet penetration ranges from 56.3% in Tier 1 cities to 27.7% in country cities



Largest and fastest growing e-commerce market \$429b in 2013 vs \$298b in the US.



80% of Chinese social media users have more than one social media account

Data courtesy TNS Research China from the ANZ Shanghai Customer Tour 2015