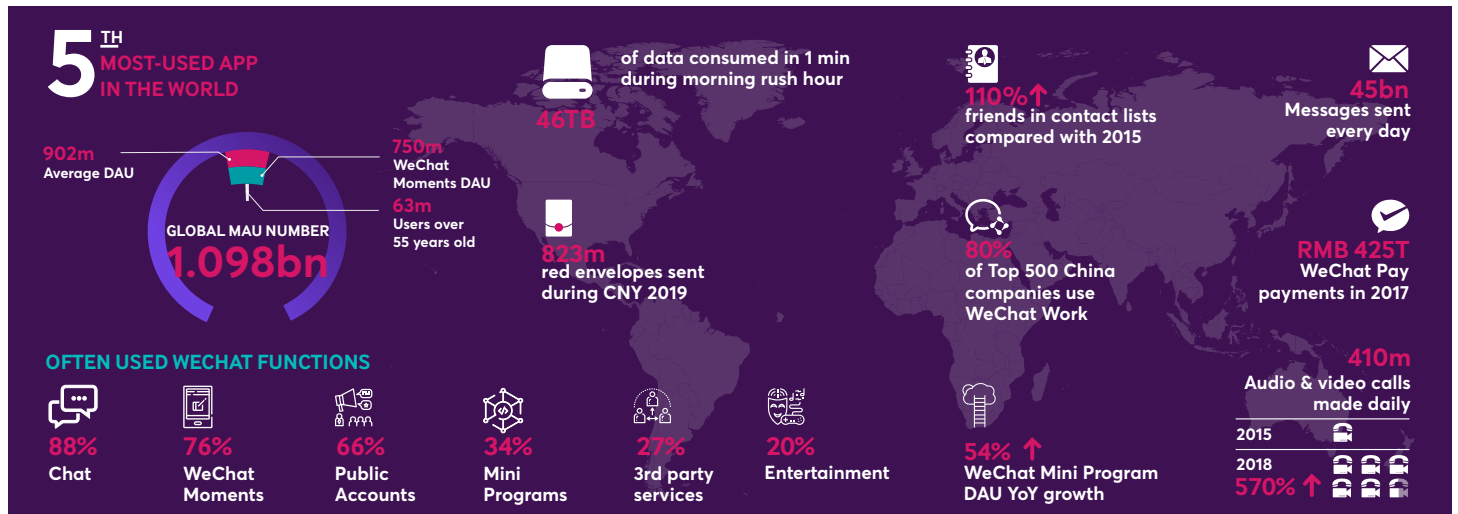


phd INFOGRAPHIC

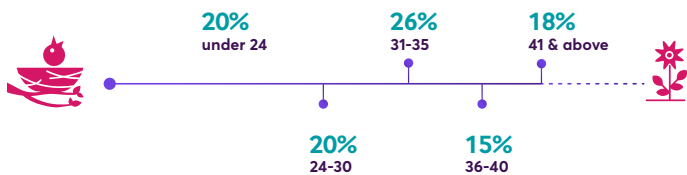
Welcome to the world of WeChat

AT A GLANCE



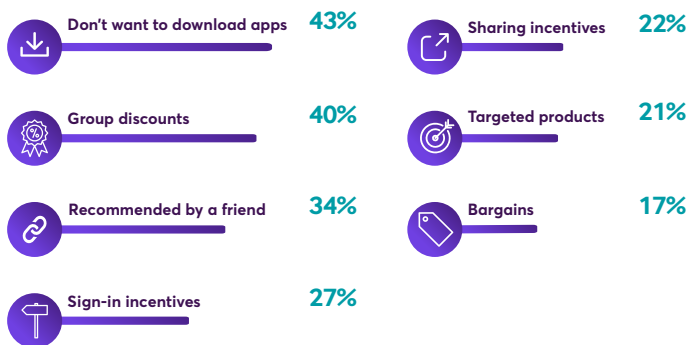
WECHAT MINI PROGRAMS

AGE DISTRIBUTION OF MINI PROGRAM USERS



Source: Jisu App's survey of 50,000 Mini Programs

REASONS FOR SHOPPING ON MINI PROGRAMS



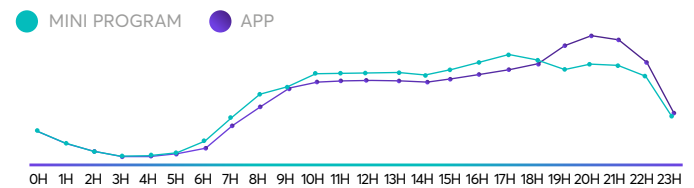
Source: Kue Club, Tencent Research & Development (2018)

TOP 10 CITIES USING MINI PROGRAMS



Source: Jisu App's survey of 50,000 Mini Programs

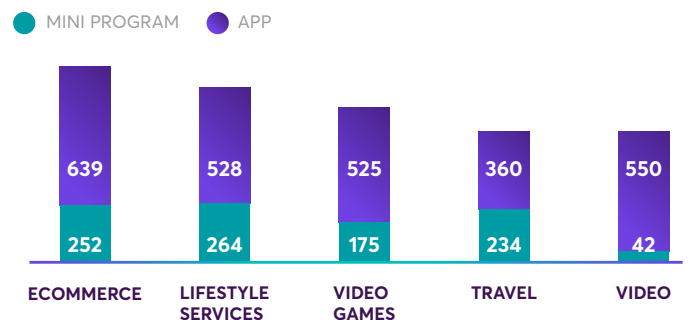
CONVENTIONAL WECHAT VS. MINI PROGRAM USAGE DURING A DAY



Source: Jisu App's survey of 50,000 Mini Programs

DISTRIBUTION OF USER TRAFFIC ACROSS APPS AND MINI PROGRAMS

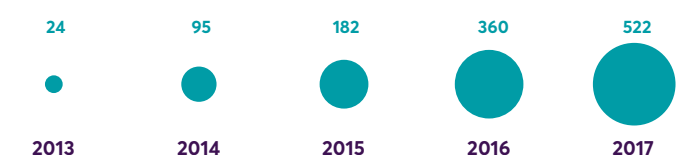
Unit: Millions DAU



Source: Quest Mobile, 2018, Quest Mobile "Truth" Data Set (March 2018)

ESTIMATED SALES IN WECHAT THROUGH WEISHANG

Unit: RMB Billions



Source: Intelligence Research Group, 2018
Weishang: WeChat's micro business feature

TOP MINI PROGRAM RANKINGS

TOP 10 WECHAT MINI PROGRAMS BY INDUSTRY

Unit: Millions DAU



Source: Quest Mobile, 2018, Quest Mobile "Truth" Data Set (June 2018)

TOP 10 WECHAT MINI PROGRAMS + APPS

Unit: Millions DAU

			INDUSTRY	MINI PROGRAM	APP
1		Tongcheng	Travel	6.58	0.89
2		JD	eCommerce	5.33	42.25
3		Happy Poker	Gaming	5.11	19.43
4		Mobike	Transport	4.00	5.70
5		T-Ball	Gaming	3.74	0.67
6		Pinduoduo	eCommerce	3.12	78.73
7		Maoyan	eCommerce	2.47	0.42
8		Dianping	O2O	2.04	8.31
9		Meituan	O2O	1.77	30.27
10		Meituan Takeaway	O2O	1.68	4.24

Source: Quest Mobile, 2018, Quest Mobile "Truth" Data Set (June 2018)

TOP 10 WECHAT GAMING MINI PROGRAMS

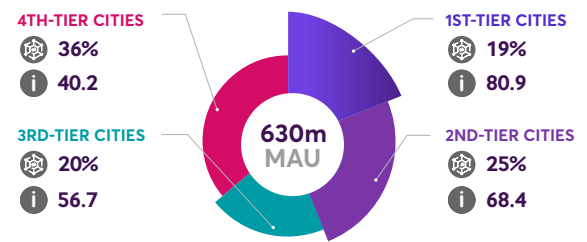
Unit: Millions DAU

	MINI PROGRAM	DAU
1	Jump	10.87
2	Pirate is Coming	7.31
3	Happy Poker	5.11
4	Happy Ball	4.94
5	Fake Moments	4.38
6	T-ball	3.74
7	Bouncing Ball	3.69
8	WeChat Games	1.68
9	Arena of Valor	1.60
10	Milo-physics	1.40

Source: Quest Mobile, 2018, Quest Mobile "Truth" Data Set (June 2018)

19% OF WECHAT MINI PROGRAM USERS COME FROM TIER 1 MARKETS

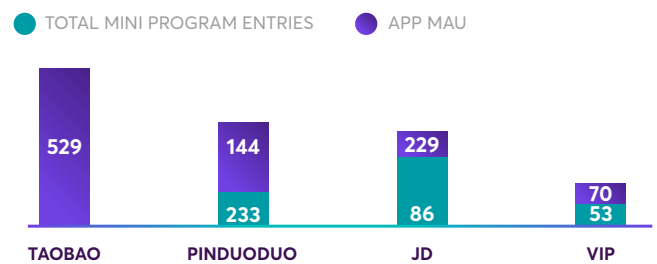
WECHAT MP USER SHARE INDEX VERSUS TOTAL POPULATION



Source: Jisu App Mini Program report, WalktheChat Analysis (2018)

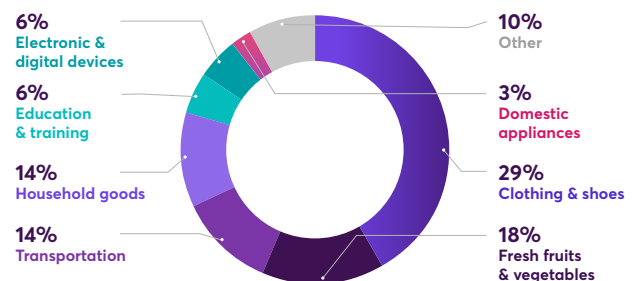
DISTRIBUTION OF ECOMMERCE PLATFORM TRAFFIC

Unit: Millions MAU



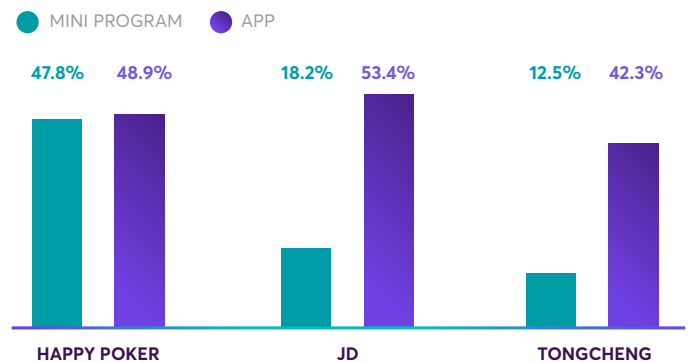
Source: Quest Mobile, 2018, Quest Mobile "Truth" Data Set (March 2018)

ECOMMERCE MINI PROGRAM DISTRIBUTION BY INDUSTRY



Source: Jisu App's survey of 50,000 Mini Programs

COMPARISON OF 7-DAY RETENTION RATE



Source: Quest Mobile, 2018, Quest Mobile "Truth" Data Set (May 2018)