



集房  
Gifang.com

# The Digital War In China: Opportunities for Australians



- 3 Stories
- 3 Companies
- 3 Statistics
- 3 Opportunities



# China's Internet Landscape 2017

**800** Million

Internet Users

**750** Million

Mobile Users

**\$20** Trillion

Mob Transactions

**12%**

Increase in Netizens

**95%**

Increase. Mob Users

**\$40** BILLION

Transaction, 11/11

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Transaction, 11/11

**3 Stories**

11/11

## Single's Day

- \$25.4 Billion in transaction
- 90% on mobile
- 140,000 brands
- 15 million product categories
- 1.48 billion transactions
- up by 41% from 2016





# Cashless

## Mobile Payment

- 56% buy using  every week
- 26% bring less than 100 RMB cash
- 14% are cashless
- ¥ 29.5 Trillion in 2017 Q3
- \$20+ Trillion in 2017
- Up by 220% from 2016



# Share Economy (Data)

## Sharing

- Bikes
- Umbrellas
- Power banks
- Offices
- Cars
- Girlfriends/boyfriends...





**3 Companies**

69.7%

2 Billion Users

- Search Engine
- 76% market share
- AI, big data

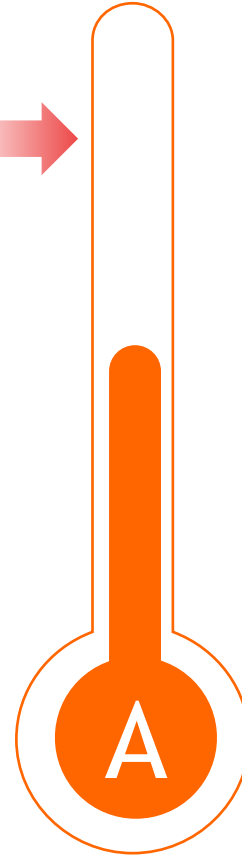


Baidu 百度

\$ 500+ Billion

- e-Commerce
- 1.5 Billion MAUs
- > Walmart+eBay+Amazon

48.6%

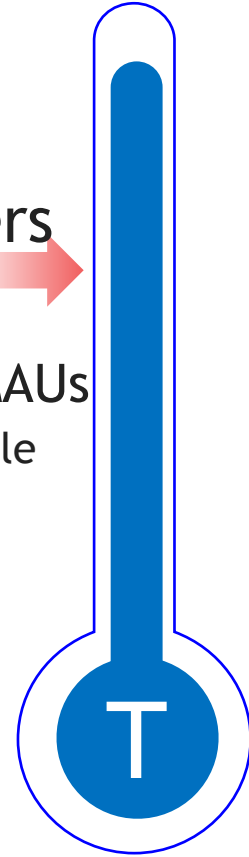


Alibaba Group

94.6%

2+ Billion Users

- Social Media
- Wechat: 1B+ MAUs
- Asia's most valuable



Tencent 腾讯

## 3 Statistics



## LIFESTYLE

62% buy Australian products because of the “Australian lifestyle”

62%

## VALUE

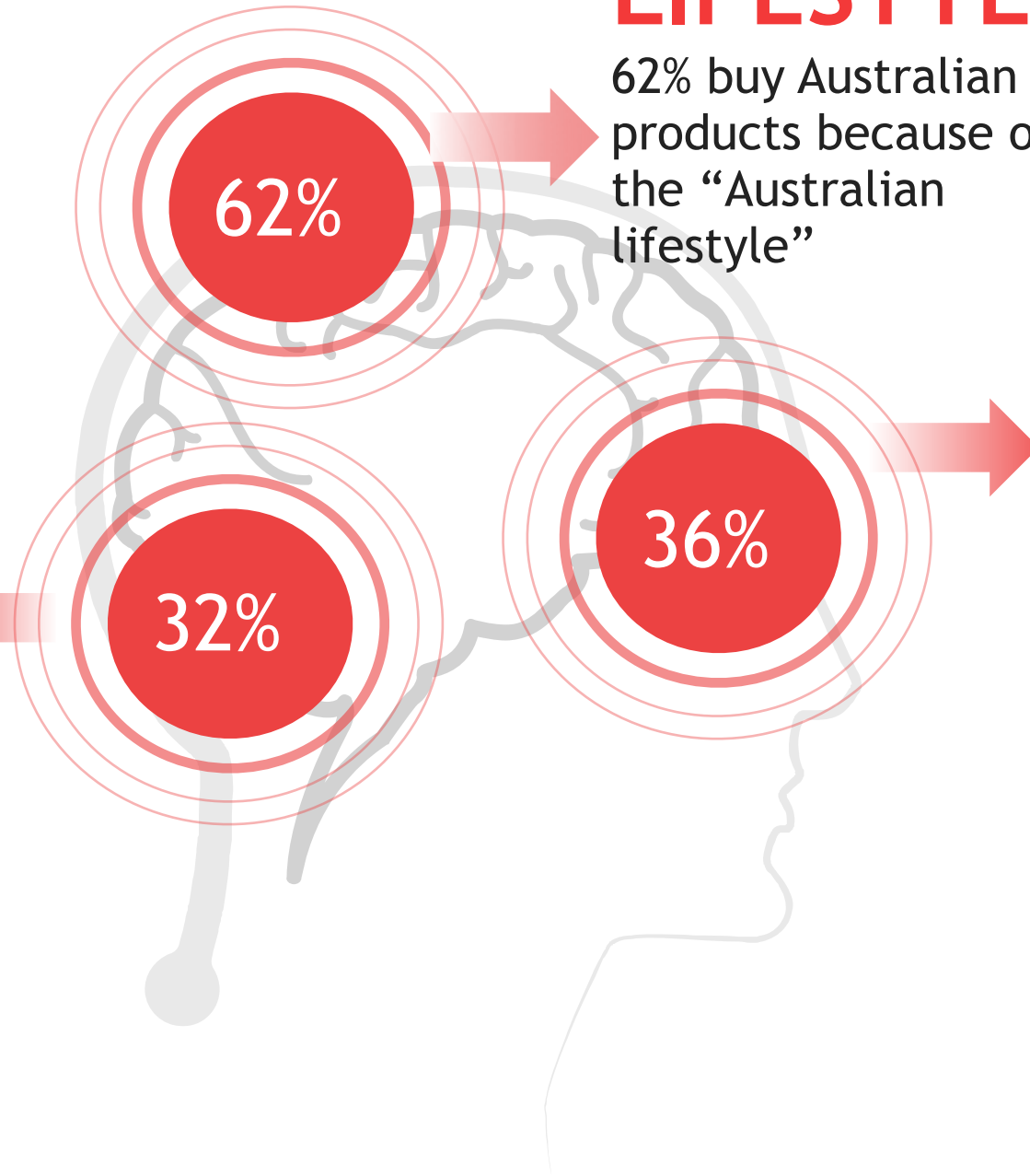
36% believe Australian products are better value for money

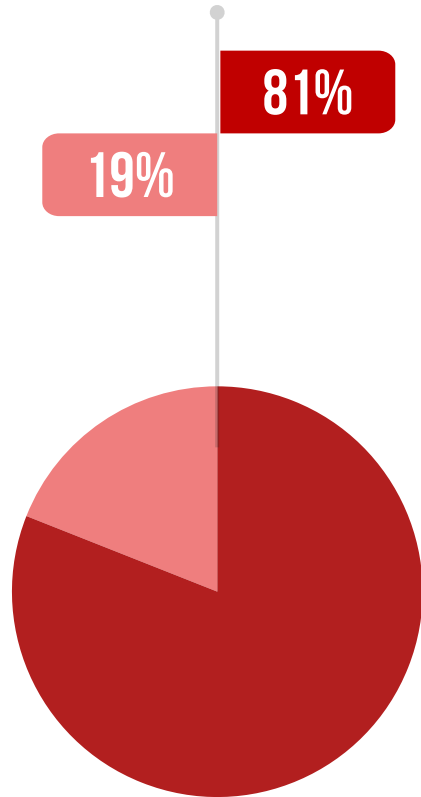
36%

## SAFETY

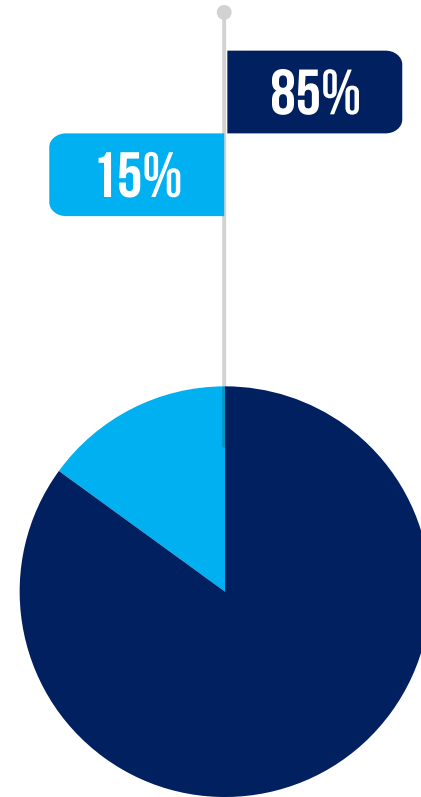
32% believe Australian products are ‘safer’ than Chinese products

32%

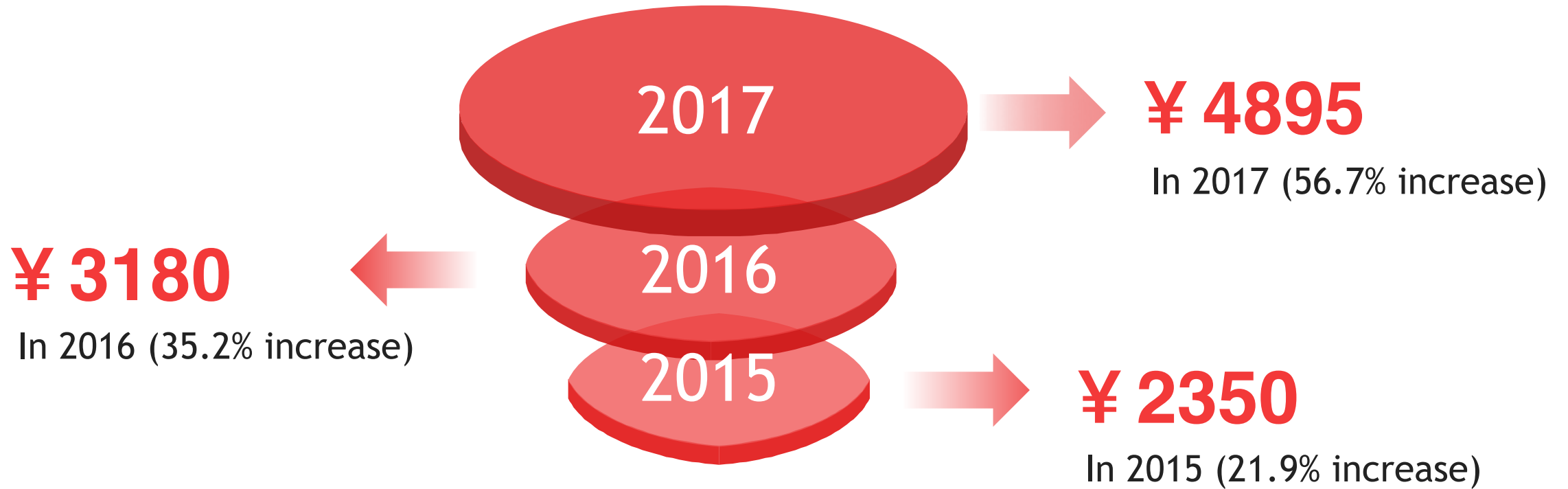




- 81% have bought at least one Australian product

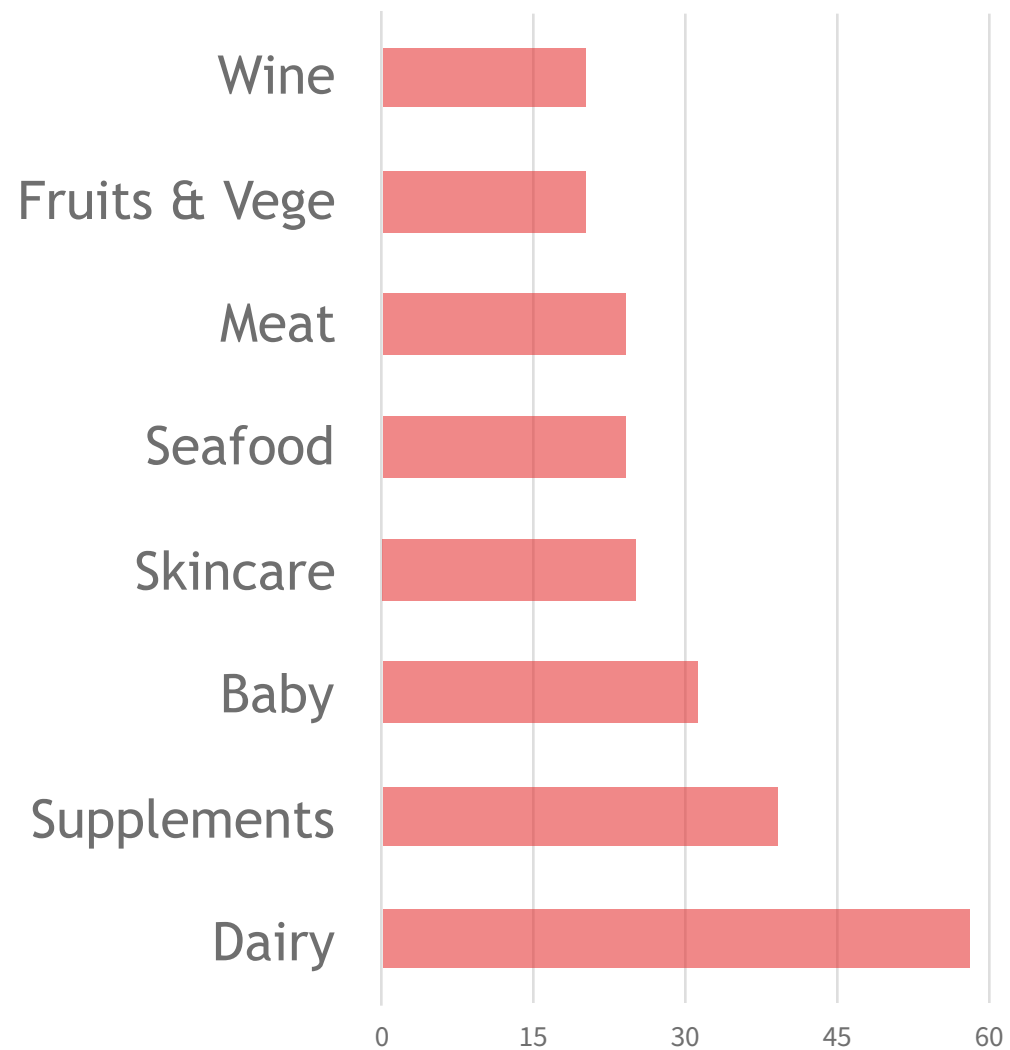


- 85% are thinking of buying in the next 12 months

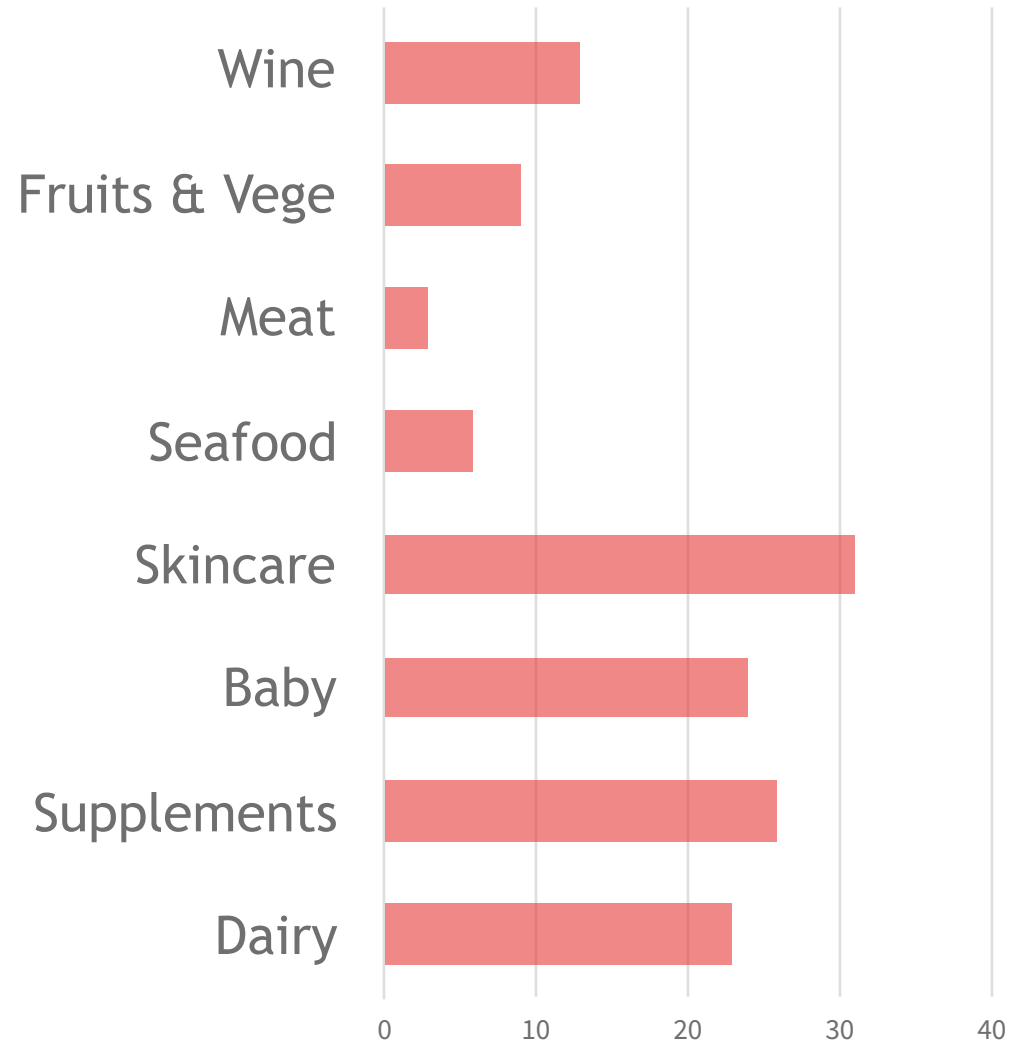




AU Product  
Categories That  
Chinese Online  
Shoppers  
Perceive As World  
Class  
(%)



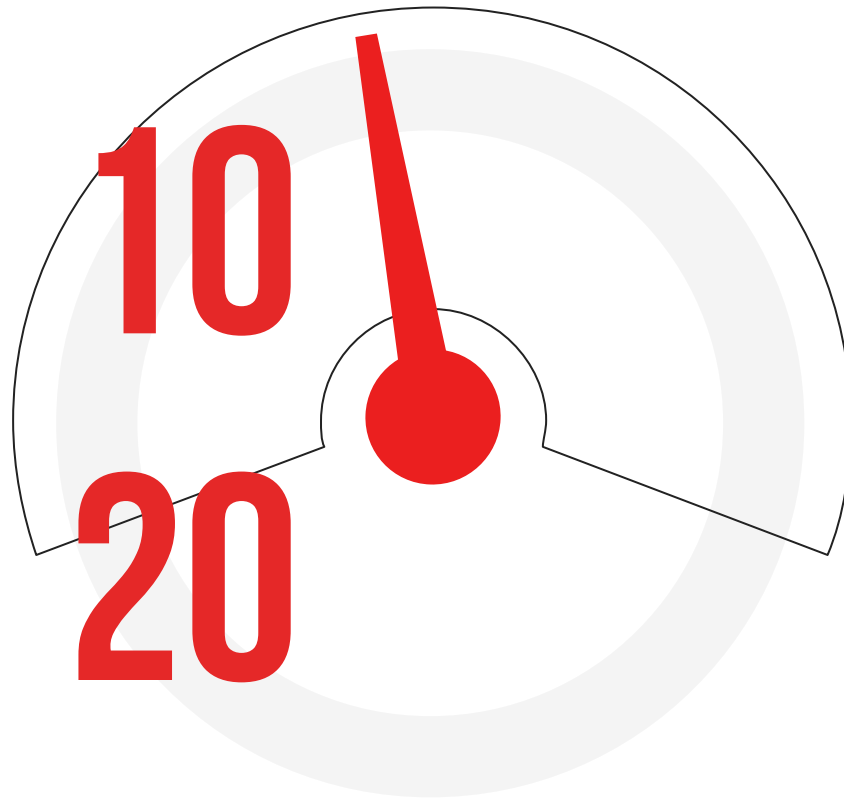
AU Product  
Categories  
That Chinese  
Online  
Shoppers Are  
**Actually  
Buying**  
(%)



## 3 Opportunities

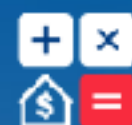
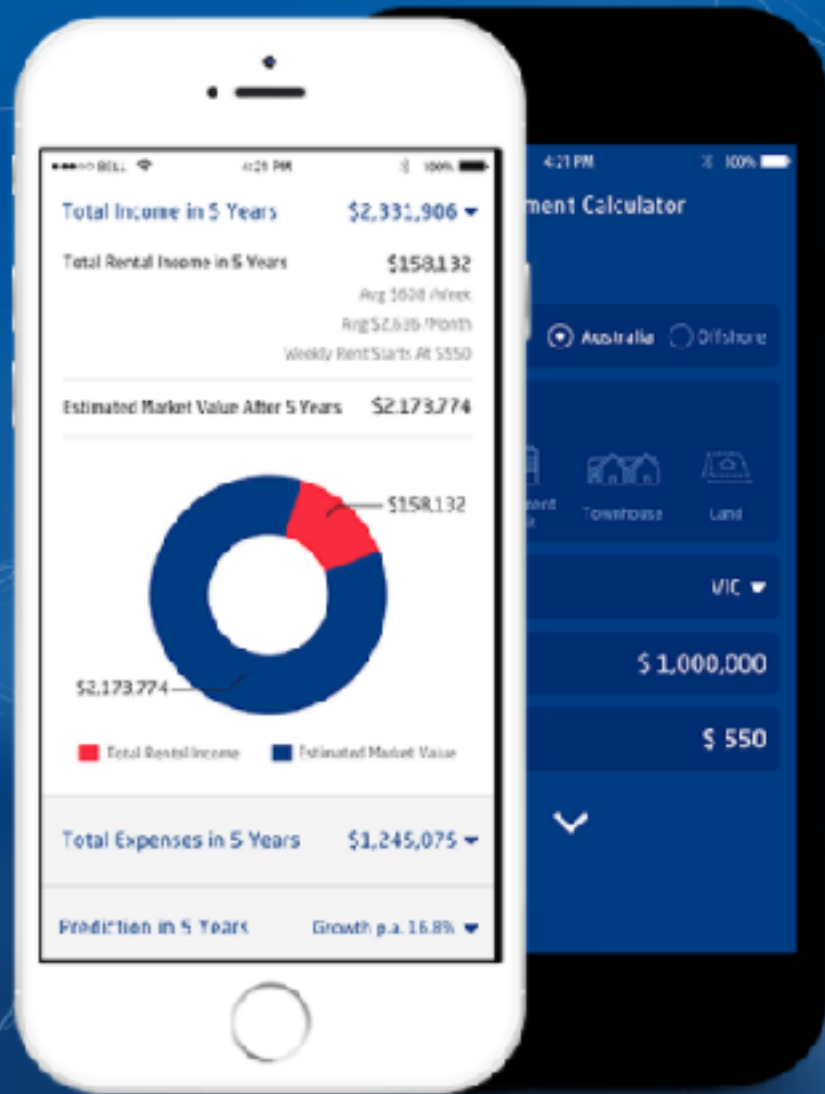


# 1. What Saves Time?



Increase the efficiency  
of property investment calculation  
by

5100%



# FangPal

## Intelligent Property Investment Assistant

Fast · Accurate · Smart

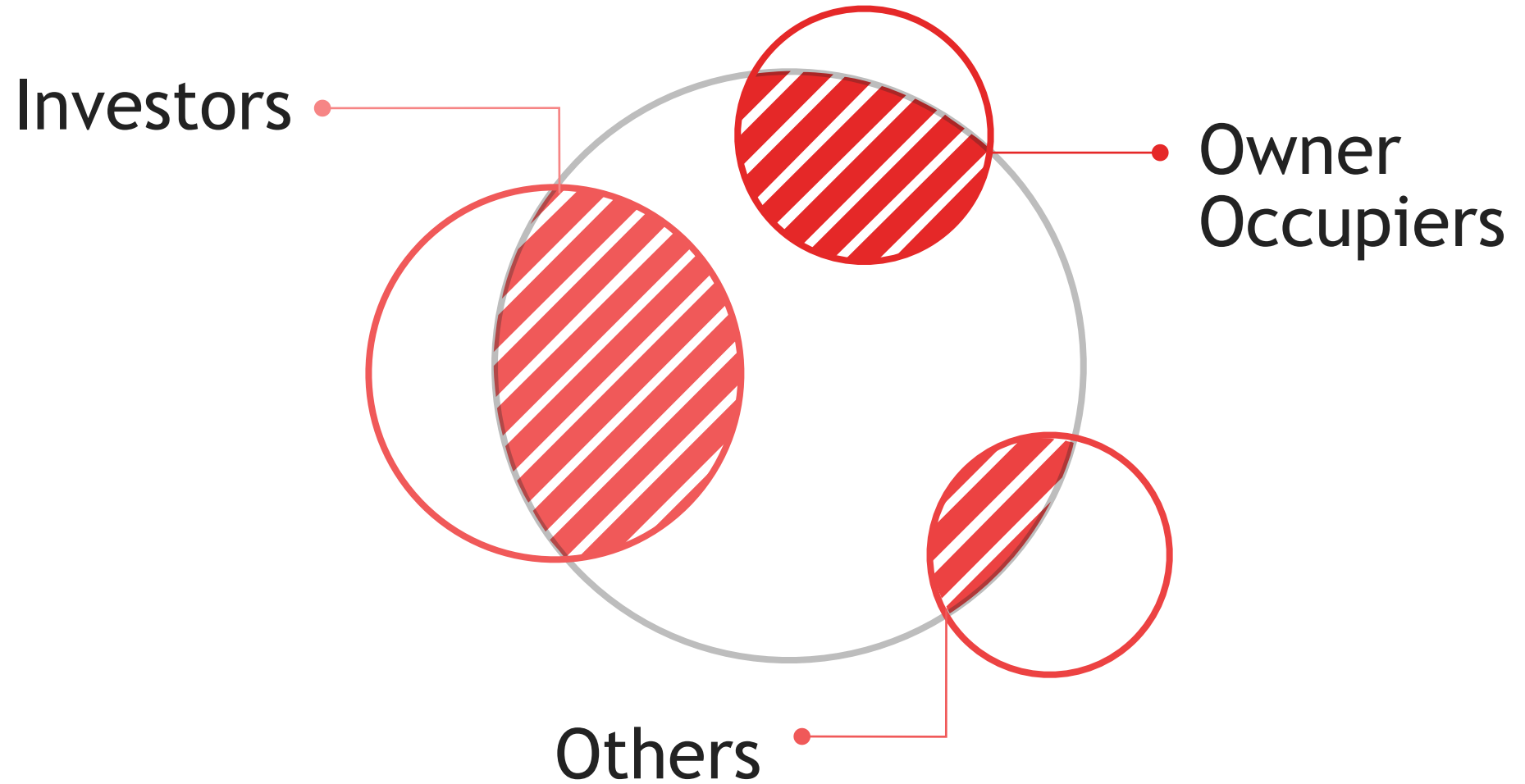


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**App Store**

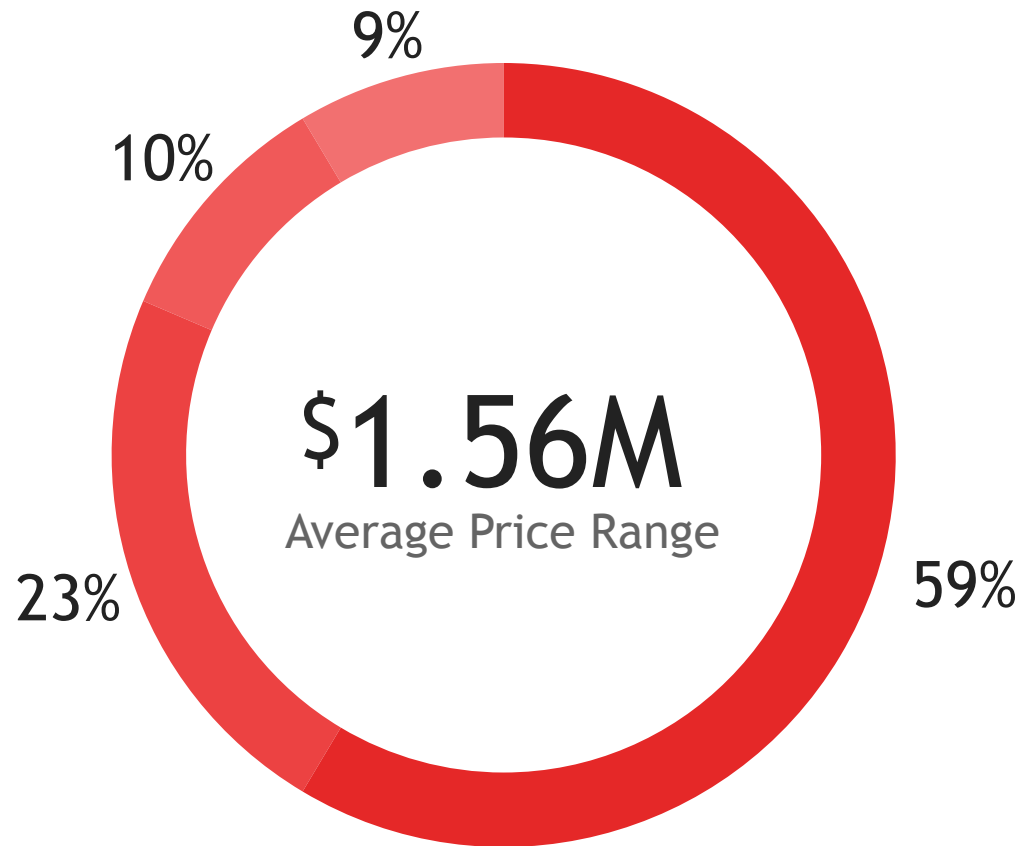


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**Android**

# We Have User Categories



# We Know Their Budget



**\$1.5-2M**



**\$1.0-1.5M**



**\$200K-1M**

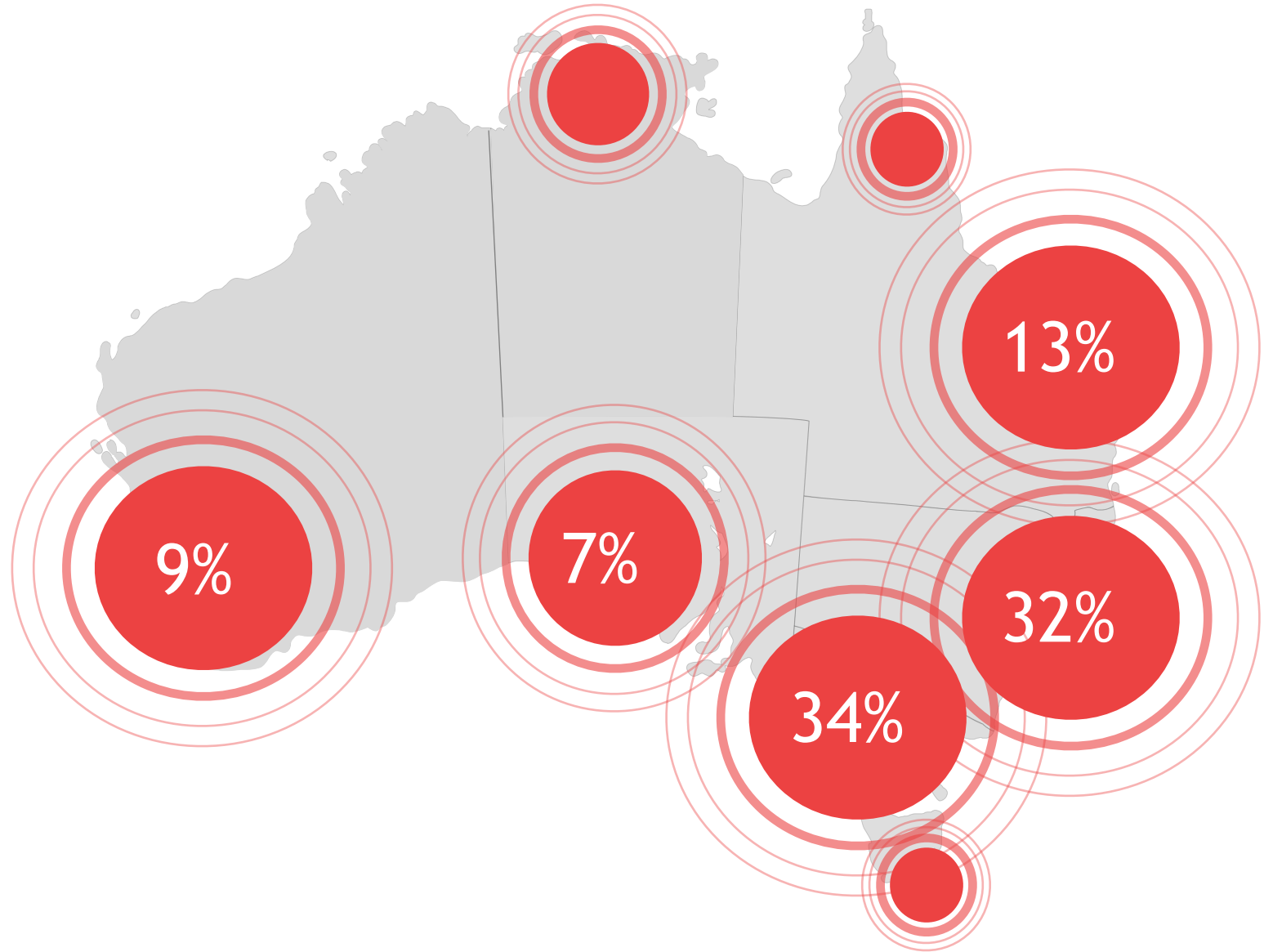


**\$2M±**

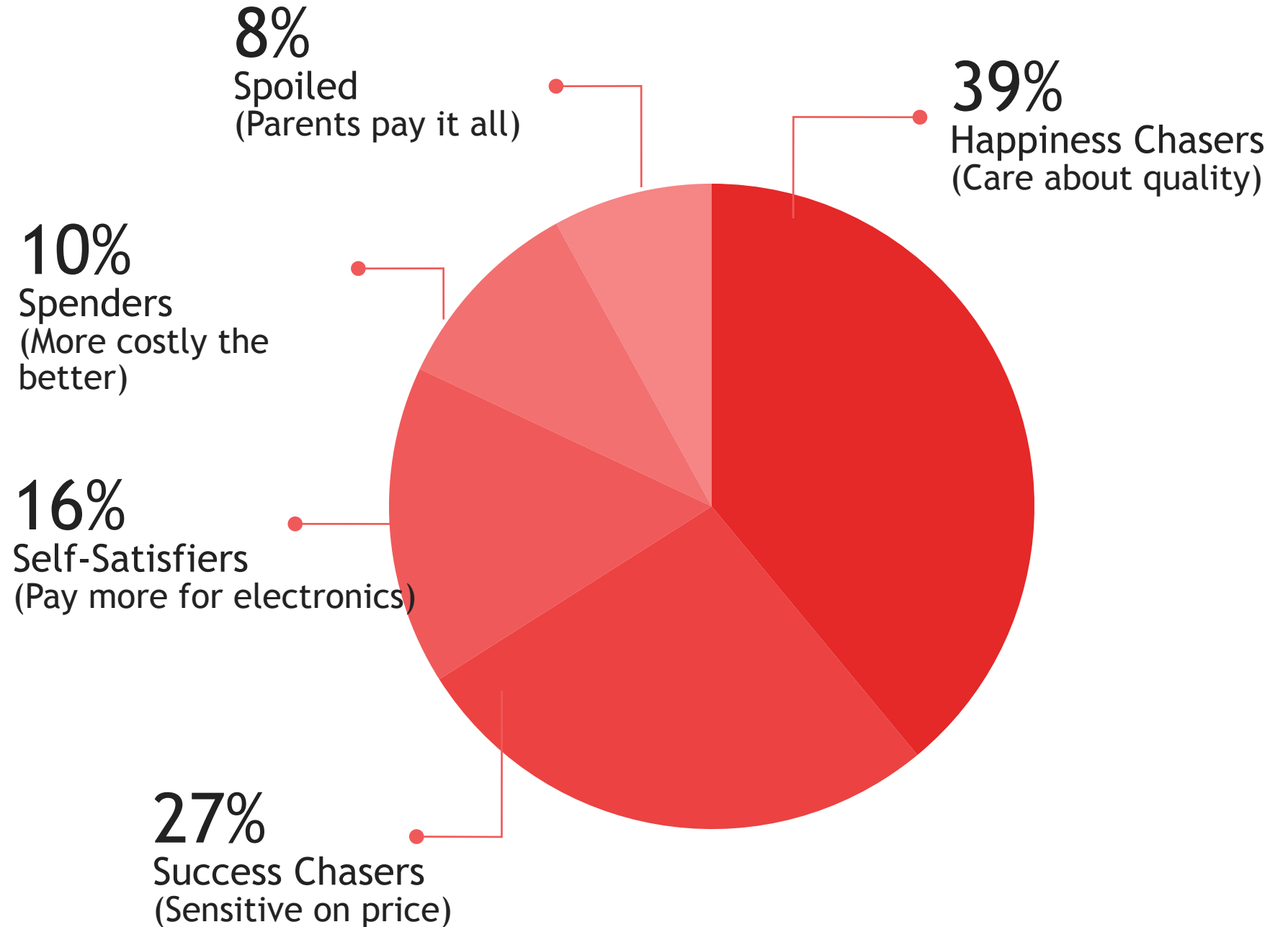




**We See  
Their  
Interest**



## 2. Target The Spenders: Post-90s



### 3. How Can Blockchain Be Applied?

No need for central  
verifying authority

Stimulates  
collaborations

Transfer assets and funds  
digitally and trustfully



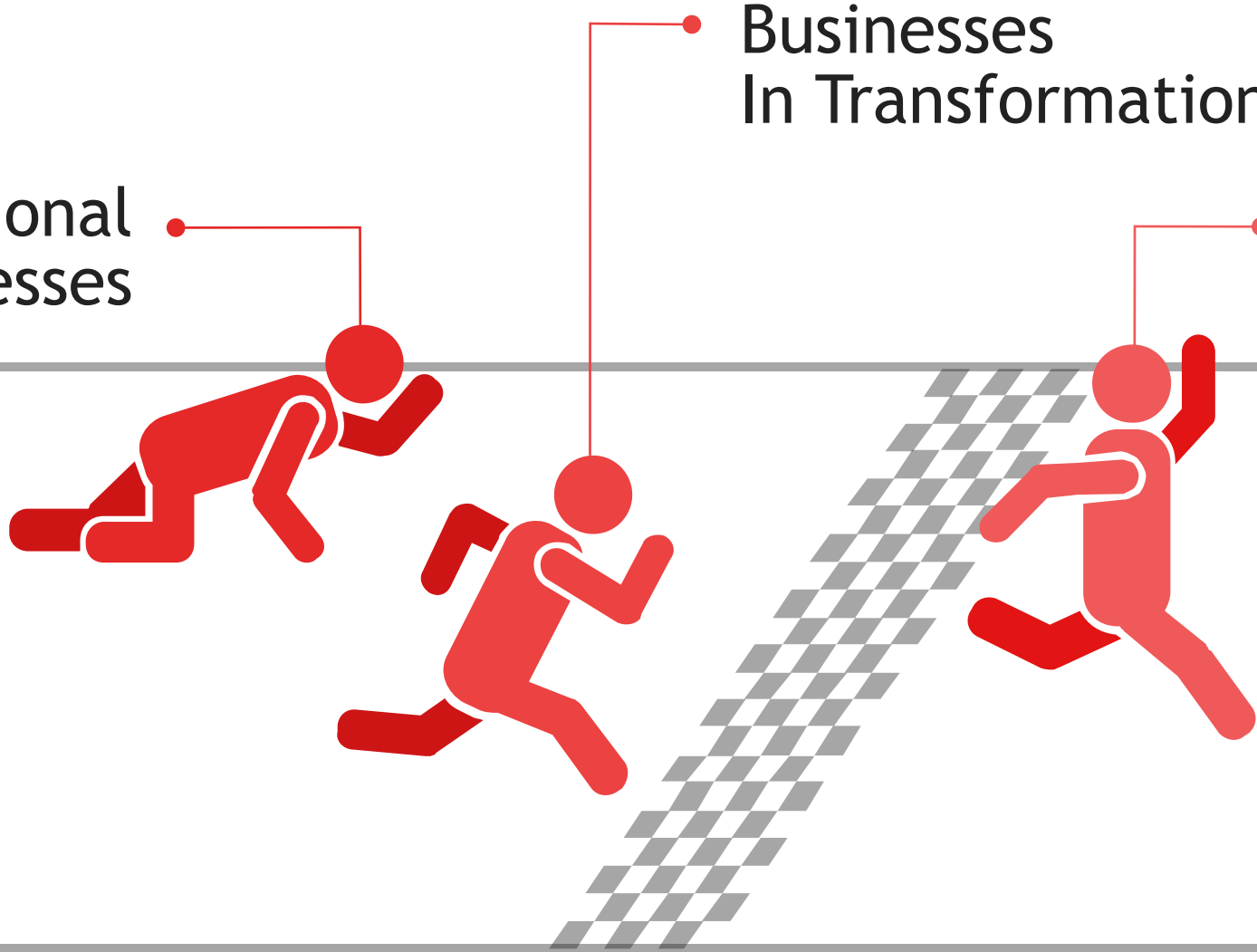
# How?



Traditional  
Businesses

Businesses  
In Transformation

Data-Driven  
Businesses





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