



PROMOTE PAYMENT GATEWAY
MOMO E-WALLET ON
AIRASIA'S WEBSITE AND APPLICATION
DEC 2022

AGENDA

- I. Introduction & USPs
- II. Target Audience
- III. Master Plan
- IV. Promotion
- VI. Communication package

I. Introduction & USPS



MoMo – Key highlights

#1



E-wallet in Vietnam
by Number of Users

40M



Cumulative Registered
Users

70%



Market Share
of users⁽¹⁾

Top 100



Global Fintech
Company⁽²⁾

\$17 billion



Total Value of Processed
Transactions in 2021

37,000+



Merchants

90%+



Coverage of Banked
Population

130,000+



Accepted Points

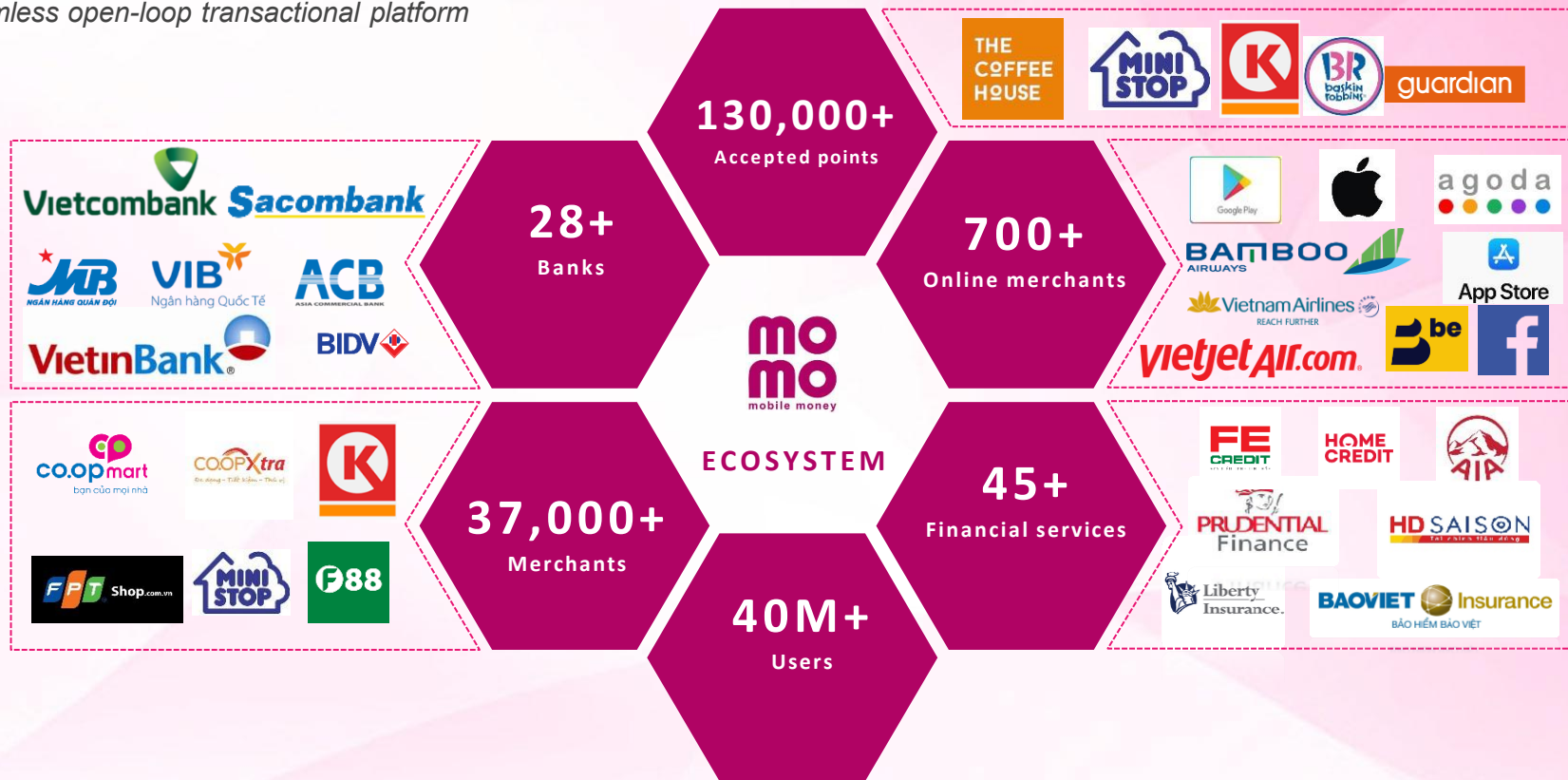
⁽¹⁾ Market share of e-wallet users based on State Bank of Vietnam Statistics

⁽²⁾ Recognized by Top 100 Global Fintech Company in Promoting Financial Inclusion by IFC and World Bank and Top 100 Leading Global Fintech Company by KPMG and H2 Ventures

I. Introduction & USPS

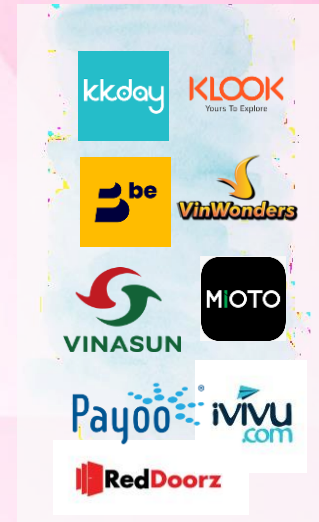
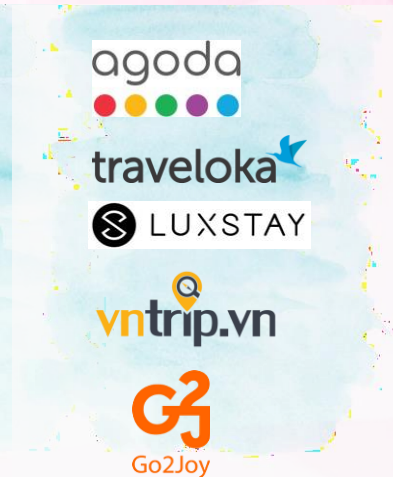
MoMo's Open Platform Ecosystem

MoMo partners with leading merchants, banks, financial institutions and agents to provide the most comprehensive and seamless open-loop transactional platform



I. Introduction & USPS

Merchant: All-in-one travel services platform



I. Introduction & USPS

Thanh toán vé AirAsia cực dễ dàng với MoMo.

Easily pay AirAsia flight bookings by MoMo e-Wallet



USPs:

- Ví MoMo thanh toán nhanh chóng, thao tác đơn giản vì không cần nhập thêm thông tin gì.
(MoMo e-wallet is a fast payment method, with simple steps, which user do not need to add-on payment info)
- Ví MoMo cho phép sử dụng linh hoạt nhiều nguồn tiền thanh toán từ nguồn Ví, ngân hàng, thẻ liên kết, Túi Thần Tài và cho phép đặt trước thanh toán sau với **Ví Trả Sau**.
(Allow user to use many sources of money: e-wallet balance, bank account, ATM card, Visa/Master card, Golden Pocket, especially Buy Now - Pay Later option allows user to book first, then pay later, etc.)
- Giá cả cạnh tranh khi khách hàng đặt vé trực tiếp với AirAsia, không qua đại lý nào khác.
(Safe and competitive price as user make direct booking with AirAsia, no extra agency's fee)
- Được tận hưởng các chương trình ưu đãi độc quyền giữa MoMo và AirAsia.
(Receive many exclusive deals from MoMo x AirAsia)

II. TARGET AUDIENCE

- Khách hàng thường xuyên đặt vé máy bay
(User who frequently travel by airplane and make online bookings)
Khách hàng AirAsia chưa từng thanh toán bằng MoMo *(AirAsia's user, who never use MoMo to make payment)*
Độ tuổi: 18 - 40 tuổi
(Age: 18-40yo)
- **Thói quen:** Sử dụng Smartphone, mạng xã hội
(Character: Use smartphone, social network)
- Có nhu cầu đi lại, du lịch, du lịch quốc tế
(Have demand on transport, domestic travel, international travel)

AirAsia – Payment Gateway performance



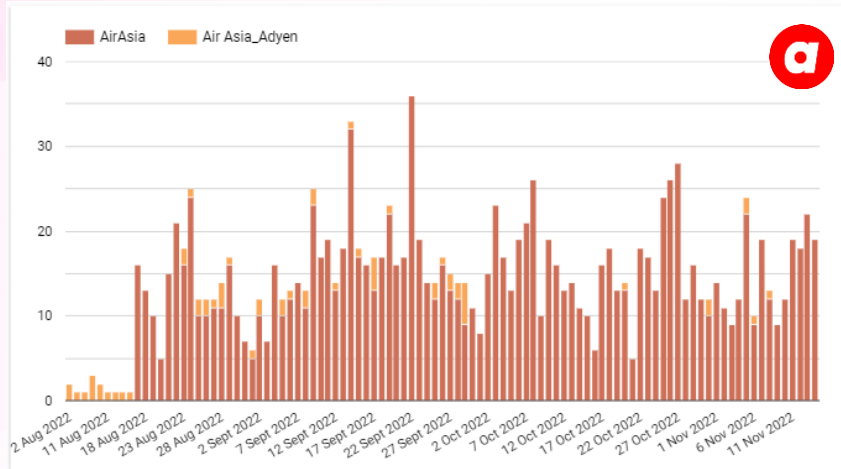
Platforms:

- AirAsia website: <https://www.airasia.com/en/gb>
- AirAsia application

From September to mid-November 2022:

- ~1400 transactions
- Over VND 6.6 Billions of booking value (GMV)
- Estimated to reach VND 30 Billions ++ GMV per year

Transaction



Thông tin đặt vé

Ngày đi
03 Dec 2022

Hồ Chí Minh (SGN) → Bangkok - Don
Muang (DMK)
FD 655 | 18:00 - 19:40 | 1h 40m

Hiện thông tin đặt vé

Thanh toán

Thẻ Tín dụng /
Thẻ ghi nợ

Thanh toán qua
internet và di động

Vietnam PayLater

Thanh toán qua internet và di động

Vui lòng hoàn tất thanh toán trong vòng 10 phút.

Phí xử lý: VND 25,000



GMV



III. MASTER PLAN (06/12- 06/01)

AIRASIA TET 2023 CAMPAIGN - MASTER PLAN

Timing	Dec - 2022				Jan - 2022
	W1	W2	W3	W4	W1
Phase			KICK-OFF WITH PROMO	AMPLIFICATION	
Key message			Treat yourself to a holiday this Lunar New Year with AirAsia		
Promotion			Enter code MMAA60 to get VND 60.000 off, applied for payments with MoMo		
Channels					
In app			Promotion MMAA60	Amplifying: sustain the awareness of MoMo payment on Air Asia web/app	
Social & Community			Social posts of 2 brands Promotion posts	Education posts: leverage USPs of MoMo payment	
Digital ads			* FB ads: promotion MoMo x AirAsia		
Website			News on MoMo website Promotion articles on MoMo webstie		
Hashtag			#AirAsiAxMoMo #Airasia #VemaybayTet #MoMo #ViMoMo #ViDienTuSo1VietNam		

VI. COMMUNICATION PACKAGE

No.	Channel	Unit	Qnt.	Avg Impression/ package	CPM	Package	DIAMOND			
							Quant	Total Unit	Cost	Impression
	Sponsor value redeemed						From 500,000,000			
	Media package value		Total Value						2,540,000,000	23,900,000
I	Owned MoMo Travel screens									
Service screens	Half Banner in Flight's Home page	Day	1	300,000	100,000	30,000,000	7	7	210,000,000	2,100,000
	Carousel in MoMo Travel's Home page	Day	1	500,000	100,000	50,000,000	7	7	350,000,000	3,500,000
	Half Banner in OTA promotion	Day	1	500,000	100,000	50,000,000	7	7	350,000,000	3,500,000
II	MoMo key touchpoints									
MoMo's key screens	Carousel banner	Day	1	1,000,000	70,000	70,000,000	5	5	350,000,000	5,000,000
	Push notification	Push	1	1	800,000	800	1,000,000	1,000,000	800,000,000	1,000,000
	Half Banner	Day	1	400,000	50,000	20,000,000	5	5	25,000,000	2,000,000
Transaction result screen	Carousel Banner	Day	1	1,000,000	40,000	40,000,000	5	5	200,000,000	5,000,000
III	Inbound & Social									
Website	Service page	Always on	1	500,000	150,000	75,000,000	1	1	75,000,000	500,000
Website	News Article (promotion)	Always on	1	300,000	100,000	30,000,000	1	1	30,000,000	300,000
Facebook	Ad	Post	1	1,000,000	50,000	50,000,000	1	1	50,000,000	1,000,000
Social	Social feed	Post	2	500,000	50,000	25,000,000	1	2	50,000,000	1,000,000
Social	Viber community	Post	2	500,000	50,000	25,000,000	1	2	50,000,000	1,000,000

V. PROMOTION

Dates	Budget	Apply on	Scheme	How to use
12/12-18/12	AirAsia	On AA's website and AA's application, use MoMo eWallet to make payment	<ul style="list-style-type: none"> - Pay with MOMO get 20% off - Applied routes: <u>SGNDMK</u>, <u>CXRDMK</u>, <u>SGNKUL</u>, <u>SGNJHB</u>, <u>SGNPEN</u>, <u>POCKUL</u>, <u>DLIKUL</u>, <u>CXRKUL</u> - TP: 12 Dec'22 - 31 Mar'23 	<p>AirAsia & MoMo air comm together: User input promotion code (e.g. MOMO20) in AA's web/app:</p> <ol style="list-style-type: none"> 1. Search flight, fill-in promo code 2. Fill-in passenger info, choose MoMo as payment method, promotion auto apply 3. Check amount, make payment

20% OFF

Flights

SNAP (Flight+Hotel)

Hotels

Insurance

Play

NEW Transport

Rewards

Show All

One-way

1 Guest Economy

Promo code

☐ Redeem airasia points

From

Ho Chi Minh City (SGN)

To

Singapore (SIN)

Depart

27/11/2022 (Sun)

Search

Booking details

✈

Depart date

10 May 2023

Hanoi (HAN) → Kuala Lumpur (KUL)

AK 517 | 08:55 - 13:10 | 3h 15m

Show booking fare details

Payment

Credit/debit card

Internet and mobile payments

Vietnam PayLater

Internet and mobile payments

Please complete your payment within 10 minutes.

Processing fee: VND 0

mo

mo

Promocode is applied when guest chooses MOMO

Total payment

1,329,900 VND

No processing fee charged

Subtotal

1,329,900 VND

Processing fee

0 VND

Discount

0 VND

E-Gift Voucher

Credit account

Please log-in to Pay with Credit Shell

Please log-in to Pay with Credit Shell

Pay with airasia points

Please log-in to Pay with airasia points

By clicking "Purchase", you confirm that you understand and accept our Terms and Conditions of Carriage, which address cancellation, refund and rebooking, no-show, baggage allowance and travel documentation and other notices

Purchase

COMMUNICATION SUMMARY

VI. COMMUNICATION PERFORMANCE

COMM		Reach	Impression	Click	CTR	View	%Click/total	Cost	CPM	CPC
Ads in app	Banner	14,102,103	17,345,587	175,434	1.01%	--	93.24%			
		num_sent	num_receive	read	CTR					
	Noti	1,060,516	1,032,836	11,018	1.07%	--				
Digital Ads	Facebook ads		5,564,670	12,719	0.23%	--	6.76%	23,796,418	4,276	1,871
TOTAL ADS			22,910,257	188,153	0.82%					
Social		SL post	Total view	Total like	Total comment	CTA click	CTR			
	Social feed	2	1,005,885	62	14	103,000	10.25%		--	--
TOTAL			23,916,142	291,153	1.22%					

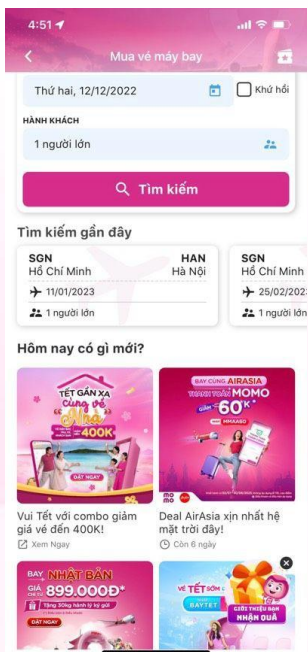
Summary & key highlights:

Overall communication activities achieved **100% committed KPI** in terms of impression: **23.9 million impression, 291K clicks**

CTR in all touchpoints are in good rate - compare with MoMo avg CTR of similar campaigns:

- Banner in app: 17.3M imp, 77% target imp (mainly affected by MoMo big campaign - MoMo Goal). CTR banner in app is in good rate 1%
- Read rate noti 1.07%
- Digital ad: 5.5M impressions ~ 550% target imp, 12K clicks

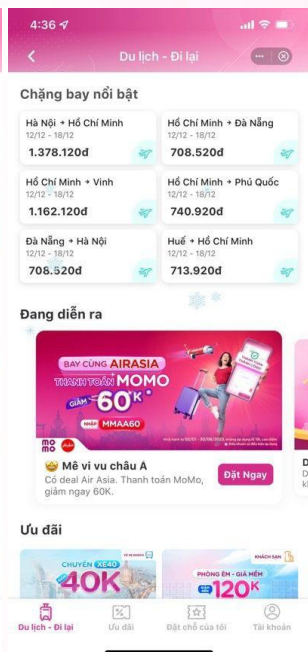
VI. COMMUNICATION IN APP



Half banner
Airline screen



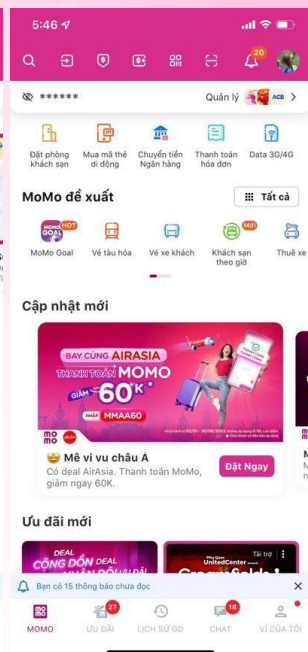
Half banner
OTA promotion screen



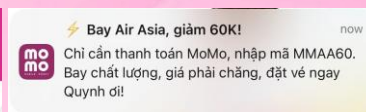
Carousel banner
OTA home page



Half banner
MoMo home screen



Carousel banner
MoMo home screen



Notification

In-app communication performance: **17.3M impression, CTR 1%**

Noti reached **1M users, read rate 1.07%**

VI. INBOUND & SOCIAL



Website article

Website article: **10.6K views**

Social feed: **1M views, CTR is in good rate 10%**



Social feed
Launching & Reminding



Viber community
Launching

The end
