How do we explore
MENA market?

Baker Ma
CEO of MENA Mobile

Content

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Part One

What is MENA?

the Middle East & North Africa

Briefing

• 26 Countries:

 West Asia (16)：Saudi Arabia, UAE, Qatar, etc.

 North Africa (10): Sudan, Egypt, Tunisia, etc.

• Population: nearly 500 million (age under 25 years

 up to 70%)

• Religion: Islam

• Official Language: Arabic, French, English, Persian
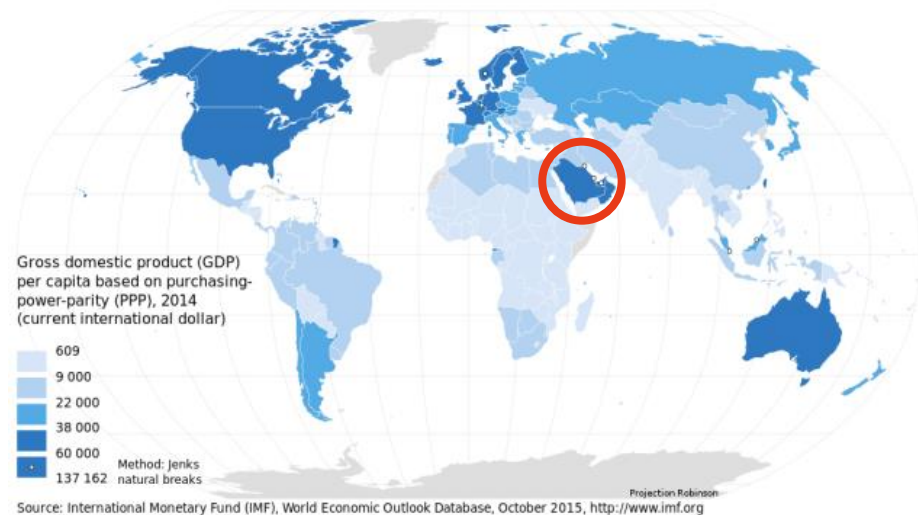
• Resources: lot of petroleum but few of water

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the Middle East & North Africa

Purchasing Power Parity (PPP)

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国际货币基金组织 (2014) [1]

排名 ⇕	经济体 ⇕	人均GDP（国际元）⇕
1	卡塔尔　Qatar	143,426.98
2	卢森堡	92,048.55
3	新加坡	82,762.15
4	文莱	73,233.03
5	科威特　Kuwait	71,020.25
6	挪威	66,937.46
7	阿联酋　UAE	64,478.67
8	圣马力诺	60,664.33
9	瑞士	58,087.21
9	香港	54,722.12
10	美国	54,596.65
11	沙特阿拉伯　KSA	52,183.40
12	巴林　Bahrain	51,713.70
13	爱尔兰	49,194.77
14	荷兰	47,354.53
15	澳大利亚	46,433.30

Gross domestic product (GDP) per capita based on purchasing-power-parity (PPP), 2014 (current international dollar)

609
9 000
22 000
38 000
60 000
137 162

Method: Jenks natural breaks

Projection Robinson

Source: International Monetary Fund (IMF), World Economic Outlook Database, October 2015, http://www.imf.org

• GCC countries have rich users who are willing to pay a lot on apps. According to the PPP (2014), Qatar topped 1 with $140k, Kuwait ranked 5 with 71k. Also, UAE, KSA and Bahrain topped of the list.

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(International Monetary Fund IMF 2014)

the Middle East & North Africa

MENA Mobile Game APRU & Facebook MAU

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QA	IL	SA	AE	KW	LB	JO	EG
$8.7	$6.7	$5.5	$5.4	$5.3	$3.1	$1.4	$1.9
2M MAU	4.4M MAU	11M MAU	6M MAU	1.9M MAU	2.6M MAU	4.3M MAU	26M MAU

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the Middle East & North Africa

Gulf Cooperation Council

Internet Environment

Advanced Telecom / Internet Infrastructure;
full 4G coverage national wide;
High Smart phones penetration (80%-90%)
And high ARPU(20-50USD) for mobile game/app

Member States

Saudi Arabia,

UAE, Qatar, Kuwait,

Bahrain, Oman

Industry

A fast growing market

of mobile games and

e-commerce industry

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Why Do We Enter MENA?

Internet in MENA Region

Internet Users: 180 million

Internet Penetration:
51%

Mobile Phone User: 400 million
Penetration: 110.19%

Game Production of 2016:
1 billion dollars

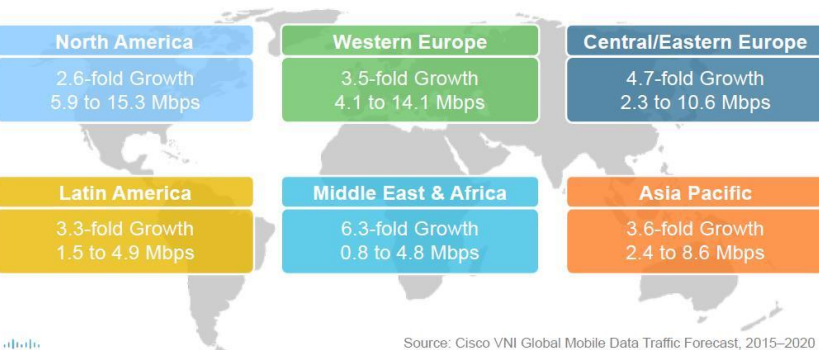Internet Total production of 2016:
3.6 billion

ICT Index of 2016

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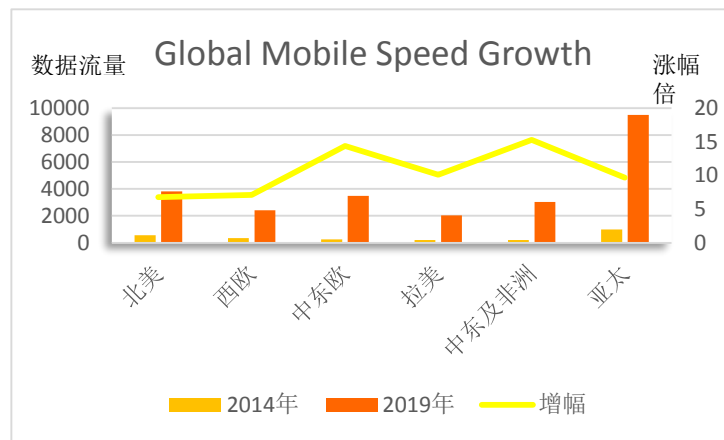
Why Do We Enter MENA?

Mobile data traffic in MENA region

Global mobile data traffic grew by 74% in 2015. MENA region is the fastest growth up 117%, ahead of fast-growing markets, such as Asia-Pacific (83%) and Latin America (73%). And it will grow 15 times in 2020.

Global Mobile Speed Growth
Average Mobile Speed Will More Than Triple from 2.0 Mbps (2015) to 6.5 Mbps (2020)

North America	Western Europe	Central/Eastern Europe
2.6-fold Growth 5.9 to 15.3 Mbps	3.5-fold Growth 4.1 to 14.1 Mbps	4.7-fold Growth 2.3 to 10.6 Mbps

Latin America	Middle East & Africa	Asia Pacific
3.3-fold Growth 1.5 to 4.9 Mbps	6.3-fold Growth 0.8 to 4.8 Mbps	3.6-fold Growth 2.4 to 8.6 Mbps

Source: Cisco VNI Global Mobile Data Traffic Forecast, 2015–2020
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数据流量 Global Mobile Speed Growth 涨幅倍

北美 西欧 中东欧 拉美 中东及非洲 亚太

2014年 2019年 增幅

(Cisco VNI Mobile Data Traffic

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Why Do We Enter MENA?

Broadband connections comparison

Within Saudi Arabia(114%) and UAE (111%), mobile broadband levels are among the highest in the world. These Gulf nations are more connected than many countries more widely associated with technology such as South Korea(110%), Singapore(106%), and the US with 87%.

Mobile Broadband Levels

120%
100%
80%
60%
40%
20%
0%

114% 111% 110% 106%
87%

沙特 阿联酋 韩国 新加坡 美国
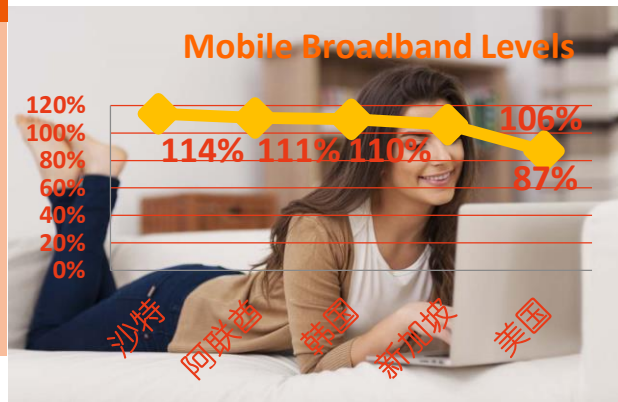
(Cisco VNI Mobile Data)

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How Do We Help Chinese Developers Approaching MENA?

Broadband connections comparison

We optimize ad impressions
on search engines to help make your campaigns successful by increasing ROI.

We work with Google and Facebook as the certificated Ads partner
to get your Apps/Products more exposure..

Monetization: the main stream payment solution/channels (**Pybyone/CashU/OneCard/Operator Billing**) in MENA region

Boost your app across a variety of social media channels
Facebook Ads,Admob,Twitter Ads, in-apps traffic

Digital tracking and anti-fraud technology
that helps you prevent fraudulent clicks and reduces risks and losses.

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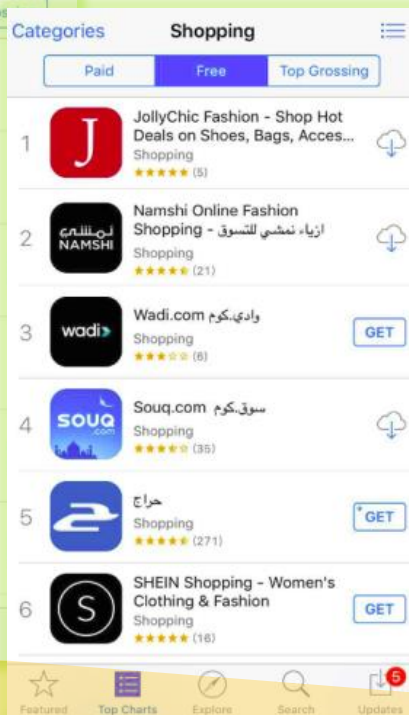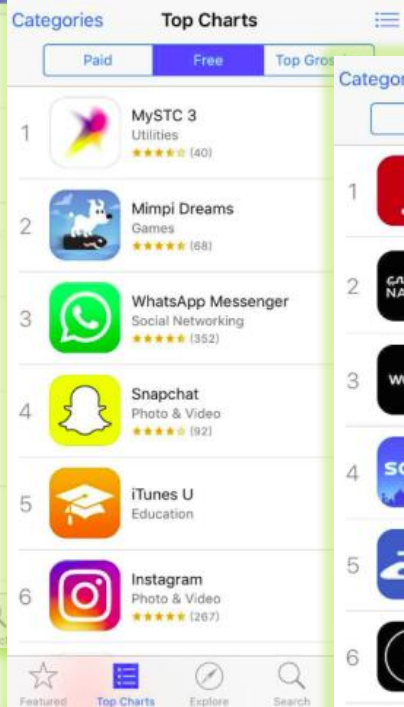
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Part Four

MENA Mobile Case Sharing

MENA Mobile Case Sharing

App Store & Google Play Top Charts

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Categories **Top Charts** ☰

| Paid | Free | Top Grossing |

1 انتقام السلاطين
Games
★★★★★ (669)

2 Clash Royale
Games
★★★★★ (58)

3 Game of War - Fire Age
Games
★★★★★ (29)

4 Clash of Clans
Games
★★★★★ (2,552)

5 Clash of Kings - CoK
Games
★★★★☆ (14)

6 Mobile Strike
Games
★★★★★ (24)

☆ Featured ☰ Top Charts ⊘ Explore ⚲ Search

Categories **Top Charts** ☰

| Paid | Free | Top Gros |

1 MySTC 3
Utilities
★★★★☆ (40)

2 Mimpi Dreams
Games
★★★★★ (68)

3 WhatsApp Messenger
Social Networking
★★★★★ (352)

4 Snapchat
Photo & Video
★★★★☆ (92)

5 iTunes U
Education

6 Instagram
Photo & Video
★★★★★ (267)

☆ Featured ☰ Top Charts ⊘ Explore ⚲ Search

Categories **Shopping** ☰

| Paid | Free | Top Grossing |

1 JollyChic Fashion - Shop Hot
Deals on Shoes, Bags, Acces...
Shopping
★★★★★ (5)

2 Namshi Online Fashion
Shopping - ازياء نمشي للتسوق
Shopping
★★★★★ (21)

3 Wadi.com وادي.كوم
Shopping
★★★☆☆ (6) GET

4 Souq.com سوق.كوم
Shopping
★★★★☆ (35)

5 حراج
Shopping
★★★★★ (271) GET

6 SHEIN Shopping - Women's
Clothing & Fashion
Shopping
★★★★★ (16) GET

☆ Featured ☰ Top Charts ⊘ Explore ⚲ Search Updates ⑤

#	Free
1	WhatsApp Messenger — WhatsApp Inc.
2	imo free video calls and c... — imo.im
3	Facebook — Facebook
4	Messenger — Facebook
5	Snapchat — Snapchat Inc
6	Instagram — Instagram
7	LINE: Free Calls & Messa... — LINE Corporation
8	WhatsCall Free Global C... — Cheetah Mobile Cloud (NYSE:CM.

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