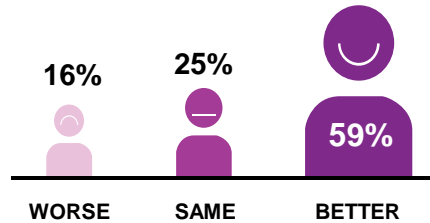
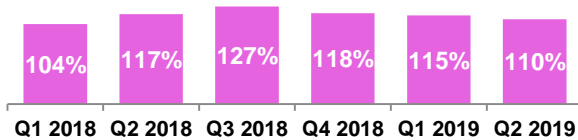


MALAYSIA CONSUMER SNAPSHOT

CONSUMER MINDSET

6 consecutive quarters of optimism, following 17 quarters of pessimism.



59% Malaysians feel that they are better off financially compared to 5 years ago

MEDIA CONSUMPTION

Top weekly reach



>80%

TV & outdoor



77%

Internet



73%

Radio



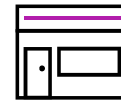
77% Of Malaysians consume both traditional & digital media



83% smartphone penetration with **93%** data subscription

21 hours average weekly time spent on phones

SHOPPERS



85%

of Malaysians shop in-store past month



31

average age of online shoppers

Top categories bought online



Travel

59%



Fashion

53%



IT & mobile

41%