

# State of eCommerce in the Philippines





*The End of  
eCommerce  
as we know it*



Insider deals @  
close-out prices.

56%  
AVERAGE  
DISCOUNT

Search..

NAME  
BRANDS **KRUPS**

- home décor
- housewares
- electronics & cameras
- sports & outdoors
- computer & home office
- travel & leisure
- jewelry & accessories
- gifts & seasonal
- toys & dolls
- garden & patio
- bonus buys

Here are a few of the 1320 great buys you will find here today. To see more click a department above.



Summer Deals!

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BRAND NAME  
BARGAINS

[click here](#)

about  
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TODAY'S  
SPECIALS

To view more products, please click one of the departments above.

Embroidered Lace Sheet Set  
(Queen)

76% Discount



**\$29.10**

Retail ~~\$119.97~~

[Buy Now](#) [More Info](#)

Cultured Freshwater Pearl  
Necklace

77% Discount



**\$68.50**

Retail ~~\$299.00~~

[Buy Now](#) [More Info](#)

Mikasa Crystal Fruit Relish Dish

76% Discount



**\$18.90**

Retail ~~\$79.00~~

[Buy Now](#) [More Info](#)

Salton 12 pc. Espresso Maker  
with Coffee Grinder  
65% Discount



**\$27.90**

Retail ~~\$79.99~~

Kodak DC215 Zoom Digital  
Camera  
20% Discount



**\$240.00**

Retail ~~\$299.00~~

Wenger 'Field Dresser' Knife

64% Discount



**\$20.00**

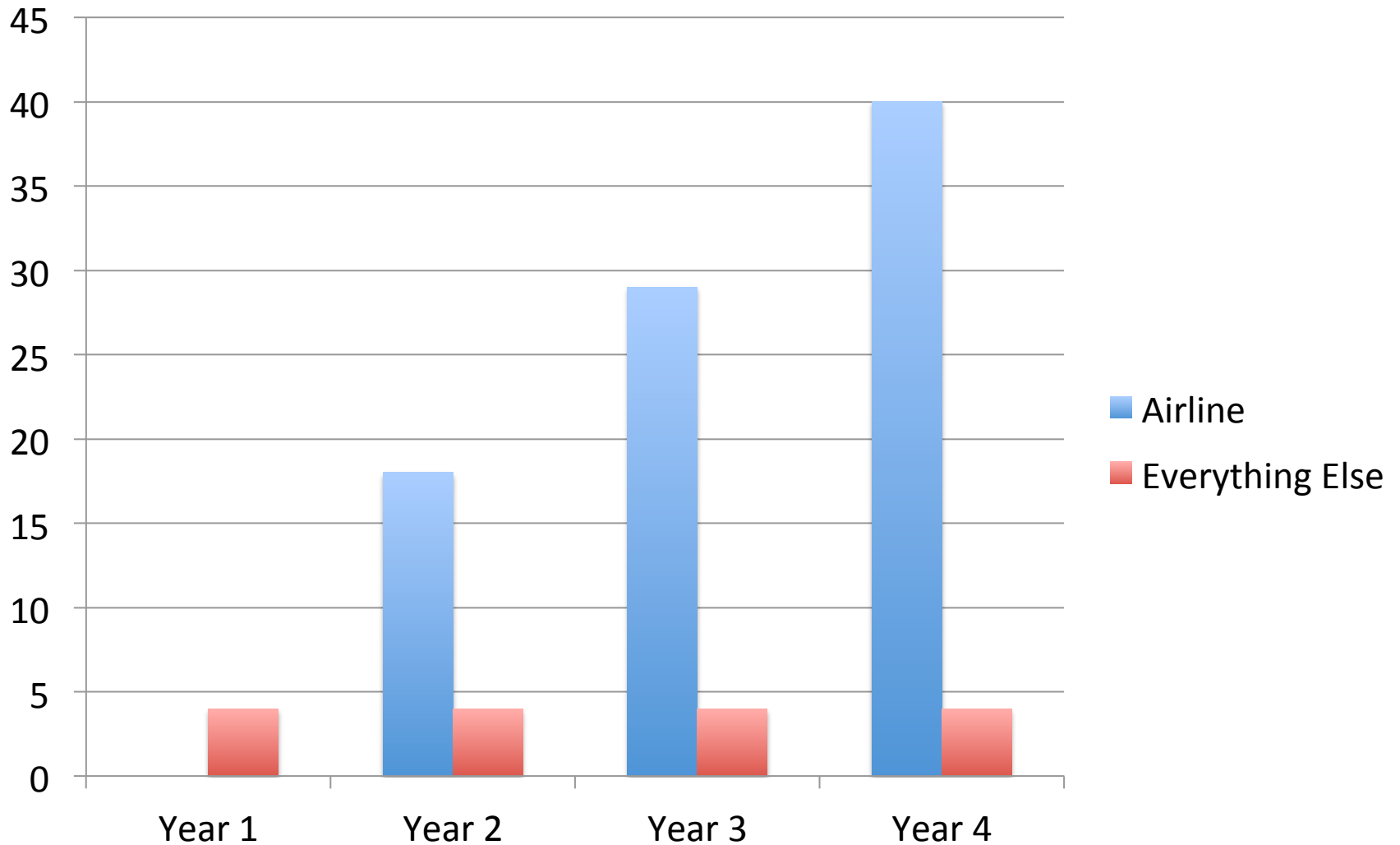
Retail ~~\$55.00~~

# Redefining eCommerce

- Redefining the Platform: Fcommerce
- Redefining Payments: Square
- Redefining Currency: Social Currency
- Redefining Click to Purchase: Scan to Purchase



# Philippine eCommerce



# Following PH eCommerce

	Year 1	Year 2	Year 3	Year 4
PH Internet Population	24,000,000	25,000,000	30,000,000	33,000,000
% of eCommerce (Nielsen)	3%	2.61%	1.64%	?
Total Users	720,000	652,500	492,000	?
% Research Correction	576,000	522,000	393,600	?
Average Transaction	1500	1000	1000	?
Number of Transactions	4	8	12	?
Total Ecommerce	3,456,000,000	4,176,000,000	4,723,200,000	5,000,000,000
Year of	Classifieds / C2C	Airlines / Cebu Pacific	Group Buying	"eCommerce"
		<p><b>Seat Sale Fares</b></p> <p><b>PHILIPPINE DESTINATIONS</b></p> <ul style="list-style-type: none"> <li>Cebu to Surigao <b>P1</b></li> <li>Cagayan de Oro to Bacolod <b>NEW! P199</b></li> <li>Davao to Butuan or Dipolog <b>NEW! P199</b></li> <li>Iloilo to General Santos <b>NEW! P199</b></li> <li>Iloilo to Tacloban <b>NEW! P199</b></li> </ul> <p><b>INTERNATIONAL DESTINATIONS</b></p> <ul style="list-style-type: none"> <li>Manila to Brunel or Kota Kinabalu <b>P699</b></li> <li>Manila to Siem Reap <b>P699</b></li> <li>Manila to Bali <b>NEW! P899</b></li> <li>Iloilo to Singapore <b>NEW! P899</b></li> <li>Cebu to Kuala Lumpur <b>NEW! P899</b></li> </ul> <p>See all Low Fares &gt;</p> <p><b>Top Destination Deals</b></p>		



**ECOMMERCE**

# eCommerce Renaissance





# RENAISSANCE

*French for “rebirth,” perfectly describes the intellectual and economic changes that occurred in Europe from the fourteenth through the sixteenth centuries.*

*During the era known by this name, Europe emerged from the economic stagnation of the Middle Ages and experienced a time of financial growth. Also, and perhaps most importantly, the Renaissance was an age in which artistic, social, scientific, and political thought turned in new directions.*

# eCommerce Renaissance

- Consumer experiences leads to growth and understanding
- The new world order is now DIGITAL
- Social is now an enabler
- As the world goes mobile, so does ecommerce

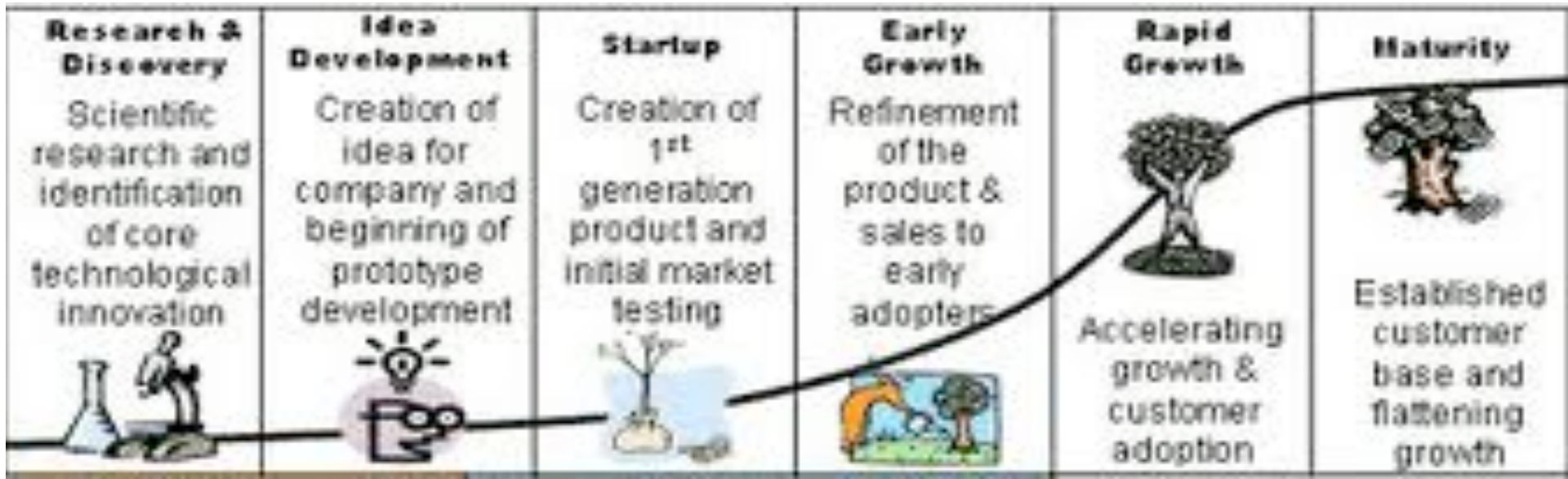
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# Six Stages of Growth



**AyosDito.ph**  
Your Marketplace In The Philippines

**ebay**

**sulit.com.ph**  
Buy and sell websites such as sulit.com.ph, ayosdito.ph, and ebay.ph, will be required to issue e-invoice before the year ends.

The Philippines' #1 Classified Ads Website

**Seat Sale Fares**

**PHILIPPINE DESTINATIONS**

- » Cebu to Surigao **P1**
- » Cagayan de Oro to Bacolod **NEW! P199**
- » Davao to Butuan or Dipolog **NEW! P199**
- » Iloilo to General Santos **NEW! P199**
- » Iloilo to Tacloban **NEW! P199**

**INTERNATIONAL DESTINATIONS**

- » Manila to Brunei or Kota Kinabalu **P699**
- » Manila to Siem Reap **P699**
- » Manila to Bali **NEW! P899**
- » Iloilo to Singapore **NEW! P899**
- » Cebu to Kuala Lumpur **NEW! P899**

See all Low Fares >

**Top Destination Deals**

**Deal Grocer**

**MetroDeal**  
Live your city for Less

**GROUPON Philippines**

**dealspot**  
We Make Deals

**livingsocial**

**dealsistent**

**CASHCASHINOY**

**LaZada**

**ZALORA**

My Online Shopping Experience



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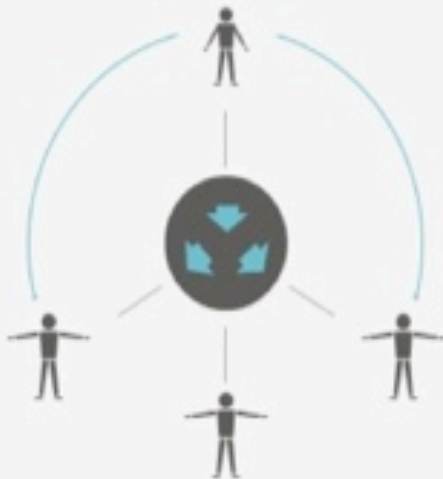
# The New Digital Economy

## CUSTOMERS ARE EMPOWERED IN THE COLLABORATIVE ECONOMY ERA

A Social Media-Driven Era Evolves to the Collaborative Economy Era

### BRAND EXPERIENCE ERA

Web



### CUSTOMER EXPERIENCE ERA

Social Media



### COLLABORATIVE ECONOMY ERA

Social, Mobile, Payment Systems

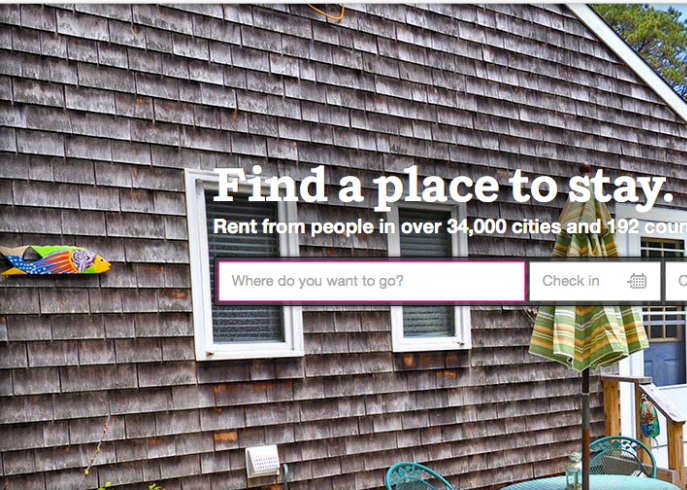




Where are you going?

BROWSE

SIGN UP LOG IN HELP LIST YOUR SPACE



# Find a place to stay.

Rent from people in over 34,000 cities and 192 countries

Where do you want to go?

Check in

Check out

Get your own space

# Cookening

CONNECTING PEOPLE AND CULTURES THROUGH FOOD

Attend or host home cooked meals and meet people from all over the world.

Sign up now!

How does it work?

Log in

English



MENU

UBER

# THE COM

Uber is evolving the way the world moves. By seeing drivers through our apps, we make cities more accessible possibilities for riders and more business for drivers. Since 2009 to our launches in over 35 cities today, Uber's presence continues to bring people and their cities together.

## LendingClub

Investing | Personal Loans | How It Works | About Us

Investors earn better returns, borrowers pay lower rates.

### Invest & Earn Solid Returns

Thousands of investors each month join Lending Club for solid returns.

Investments in Lending Club Notes can provide:

- Low volatility
- Monthly cash flow
- Solid returns

401(k) Rollovers and IRAs Available »

Projected Returns by Grade A-C of 5.57% to 9.16%\*\*

See For Yourself

Open an account: Investment » Retirement » 401(k) Rollovers »

### Borrow up to \$35,000\*

Fast and free to check your rate.

How much do you need?

What is it for?

How is your credit?

Respond to mail »

Check Your Rate

Learn more »

LATEST STATS: Lending Club has issued \$2,750,907,075 in loans since inception. Learn more »



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My Listings

Search for a Vehicle

Sell your Vehicle

Lend your Vehicle

Looking for a Vehicle

What kind of vehicle are you looking for?

Yardley, PA +50 miles (change)

Search

Category

Vehicle

- Airplanes (34)
- Boats (1,184)
- Cars (56,996)
- Commercial Trucks (1,115)
- Everything Else (9)
- Heavy Equipment (134)
- Motorcycles (1,286)
- Parts & Accessories (2,628)
- Power Sports (216)
- RVs (1,265)

Make

- Honda (8,254)
- Toyota (7,743)
- Ford (6,915)
- Chevrolet (3,979)
- Nissan (3,269)
- more choices ...

Price

Low to High

All Marketplace Users

Your Social Network 1

1 - 25 of 67,133

Sort by best match



For Sale: Ford Sdn EX for \$14,888

31 miles, Red  
Control,Front Wheel  
Anti-Theft System,Tires - Front...

BMW Seattle

(WA) - 1 day ago

For Sale: R1000 for \$7,480

AVAILABLE TO  
Mods and Upgrades:  
Frame sliders, Fender eliminator

Posted by To Ride Powersports Inc.

Hallandale (Hallandale Beach), FL - 3 weeks ago

For Sale: 2006 Toyota Camry Solara SE for \$16,983

2006 Toyota Camry Solara, 44,686 miles, Silver

Posted by Fairborn Buick GMC



# Social Sites are not eCommerce Sites

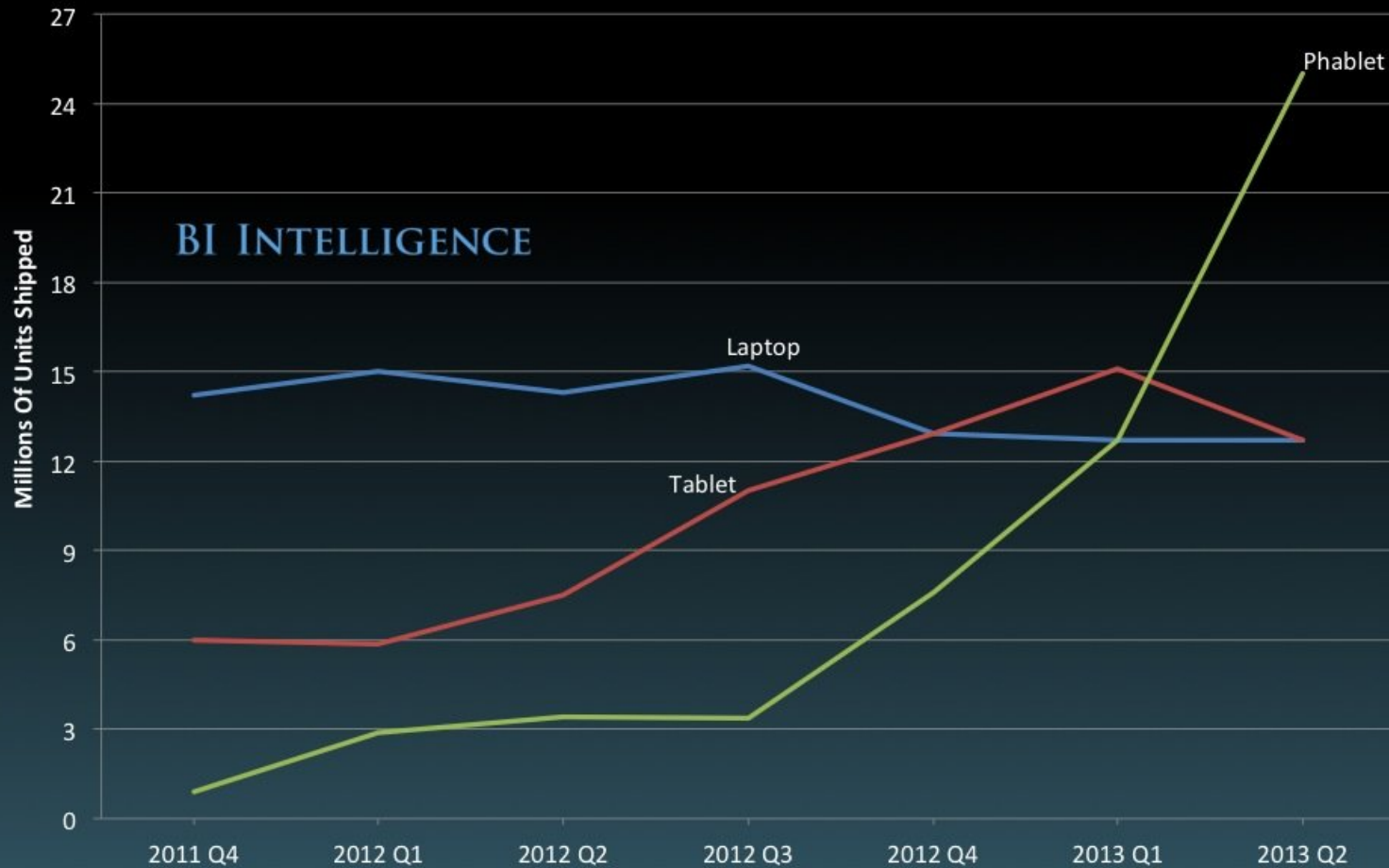


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# "Phablets" are filling in the gap...

## Demand For Phablets Is Skyrocketing In Asia



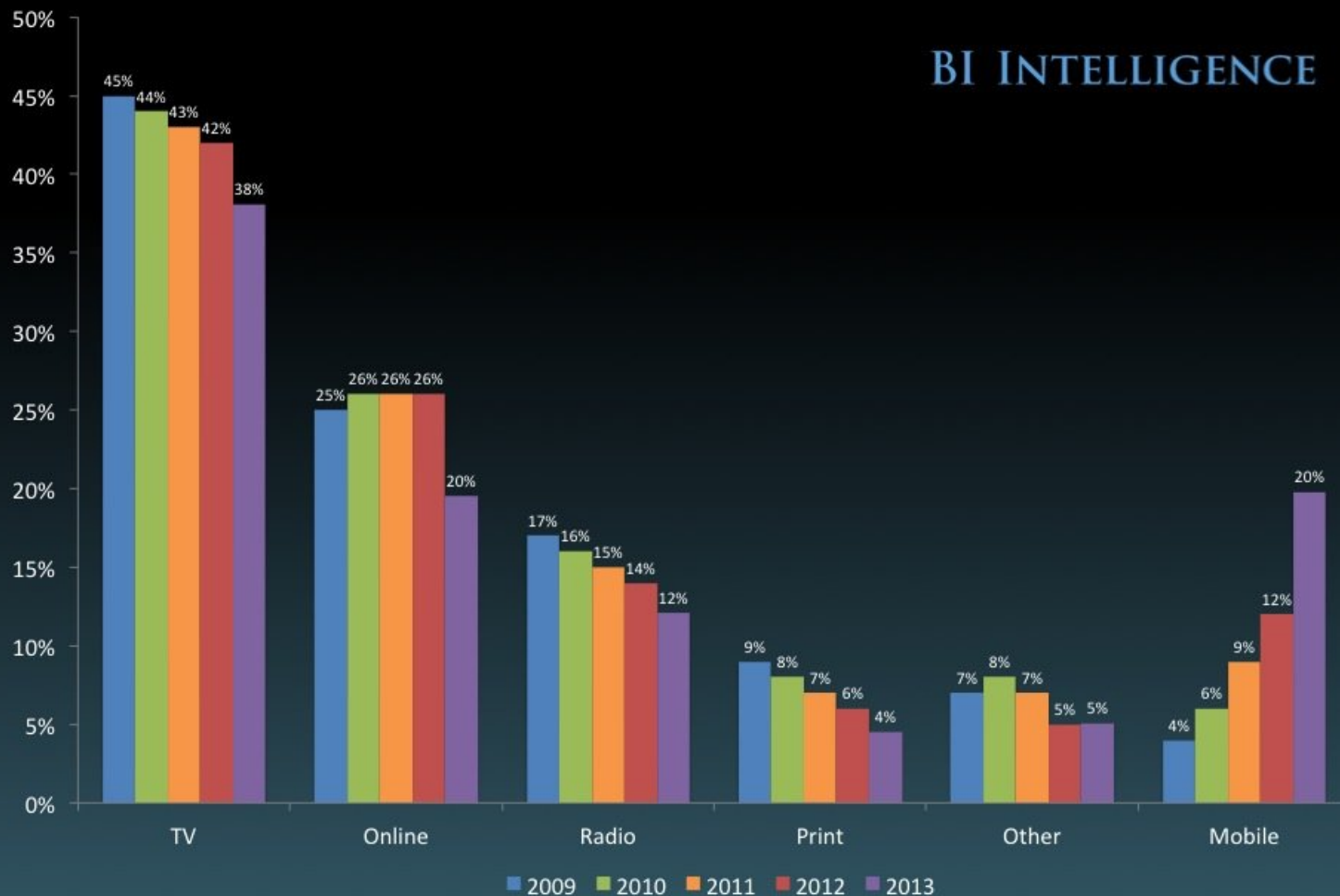
Source: International Data Corporation August 2013

"Asia" excludes Japan and includes Australia, China, Hong Kong, India, Indonesia, Korea, Malaysia, New Zealand, Philippines, Singapore, Taiwan, Thailand, and Vietnam.

# Mobile is the only media time that is growing

## U.S. Consumer Media Consumption Share

BI INTELLIGENCE



Source: eMarketer, August 2013

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# key success factors driving e-commerce

## external factors

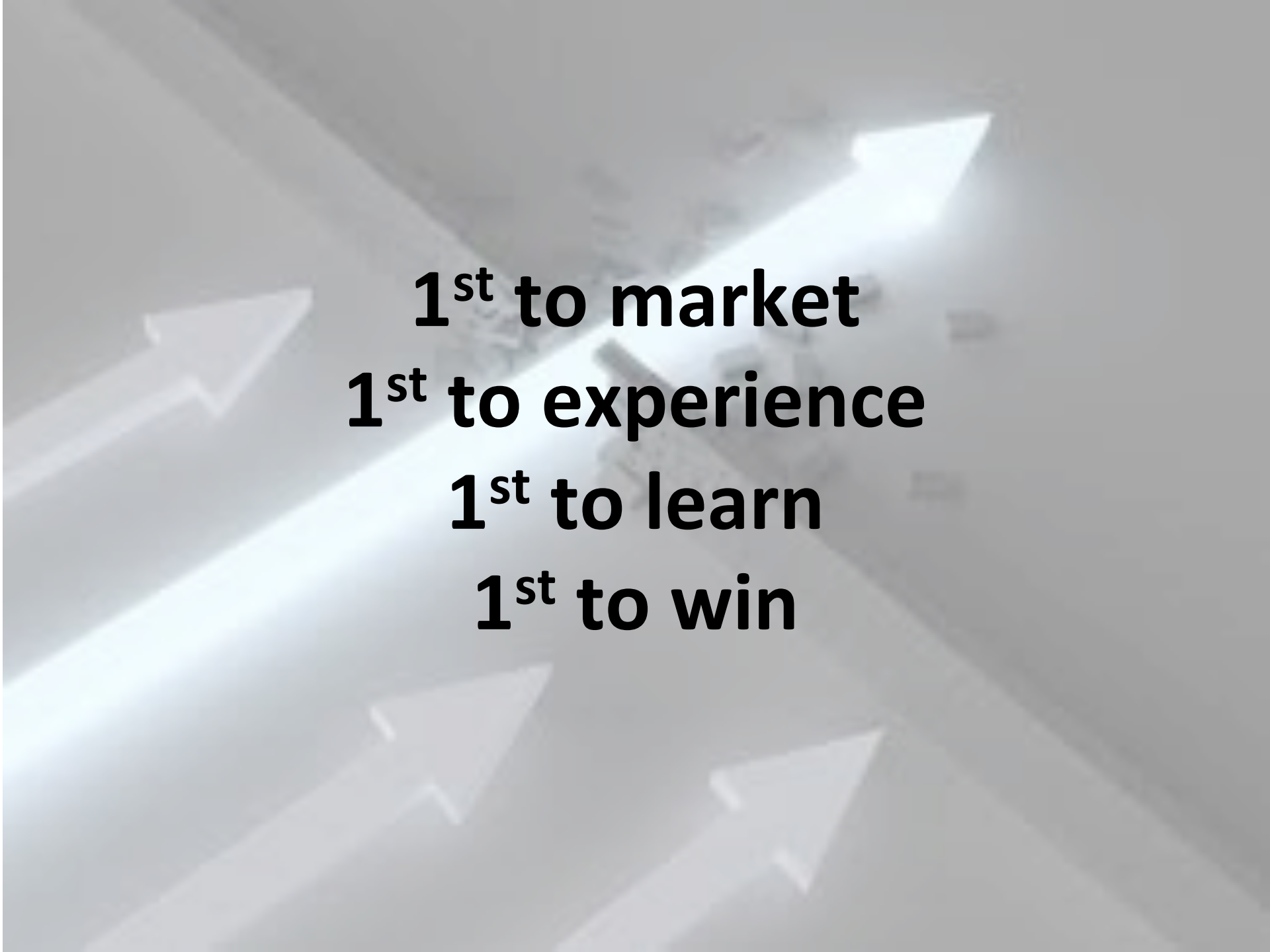
internet penetration  
internet speed  
merchant readiness  
consumer adoption rate  
government policy  
actual repeat online buyers  
security and safety issues  
success stories  
industries' confident  
consumer behavior  
credit/debit card penetration

## internal factors

business model  
technology platform  
product/merchandizing  
investment/budget allocation  
PR skills  
marketing campaign strategies  
customer support level  
service uptime  
brand proposition  
speed

**TEAM & EXECUTION**





**1<sup>st</sup> to market**  
**1<sup>st</sup> to experience**  
**1<sup>st</sup> to learn**  
**1<sup>st</sup> to win**

eCommerce?

eCommerce  
It's time.