



# Как мы стали №1

в Китае, Индонезии и Индии за год  
и почему этого еще не произошло в России

Vincent Wu  
2015



Mobile Browser



App&Game



Distribution Platform



Mobile Traffic Platform

**3000** employees, 80% involved in product R&D

**200** patents in the field of mobile internet

**5000** partners worldwide

**10** years of experience in mobile internet

**4** offices established in China, Russia, India and Vietnam

## Our achievements in globalization and localization

**100 Million**  
**Daily Active Users**  
**worldwide**



**No. 1**  
**third-party**  
**mobile browser**  
**in the world\***

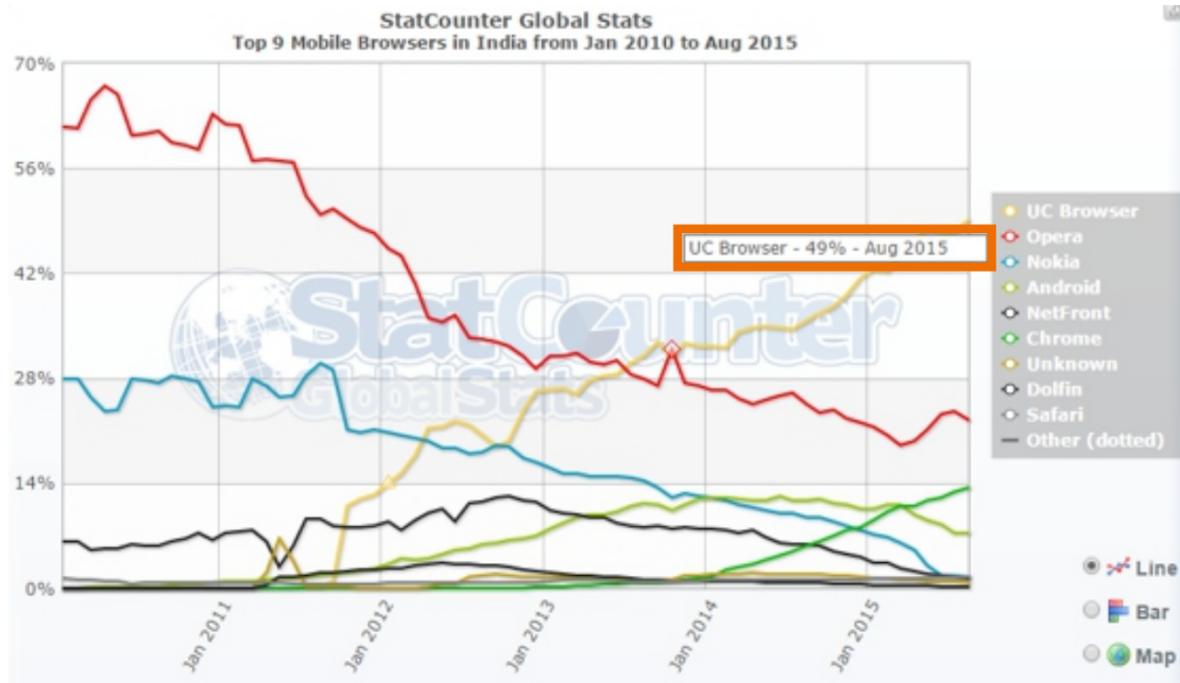
**>14%**  
**market share**  
**in terms of monthly**  
**page view\***

**No. 1**  
**mobile browser**  
**in China, India**  
**and Indonesia**



\* according to StatCounter in September 2015

# No.1 in India



No1. Mobile browser in India market.

Over 49% market share in India.

1	WhatsApp Messenger WhatsApp Inc.	=
2	Facebook Facebook	=
3	SHAREit - Connect & Tran... SHAREit Technologies Co.Ltd	▲1
4	Messenger Facebook	▼1
5	Truecaller - Caller ID & Bl... True Software Scandinavia ...	▲1
6	UC Browser - Surf it Fast UCWeb Inc.	▼1



Over 1 billion people;  
No2. population in the world,



Fast growing  
of mobile internet users



No PC, all internet surfing  
through smartphone

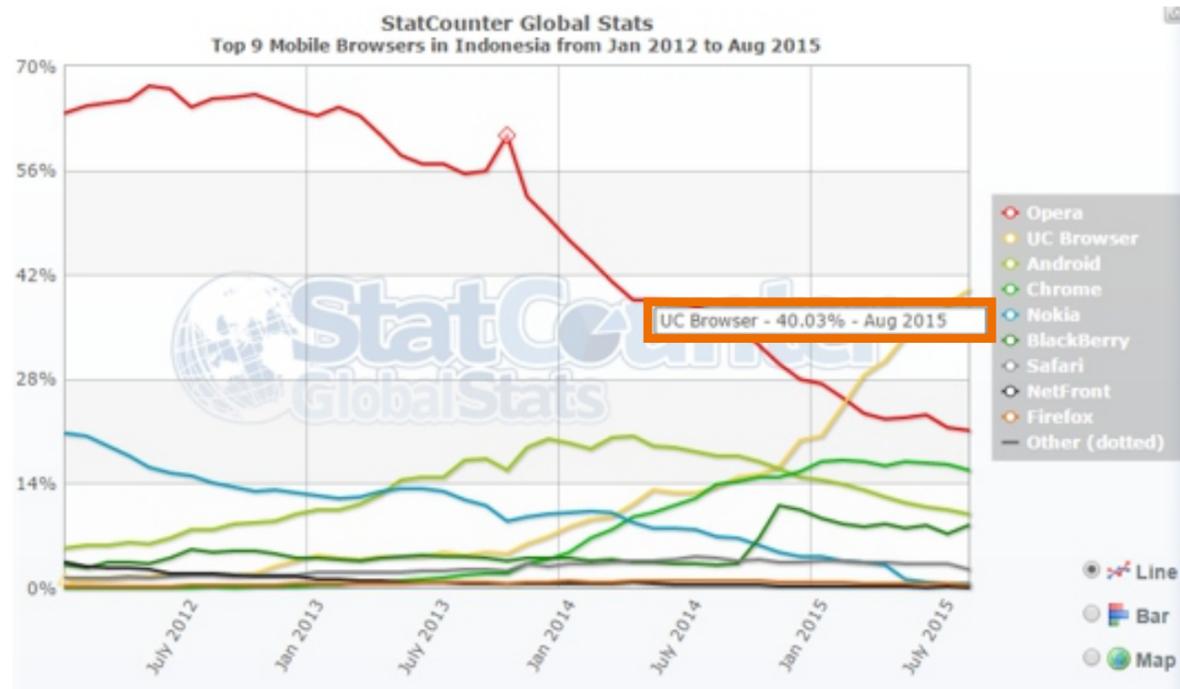


Buy online traffic,  
traffic exchange



Localization, providing  
video, news and so on

# No.1 in Indonesia



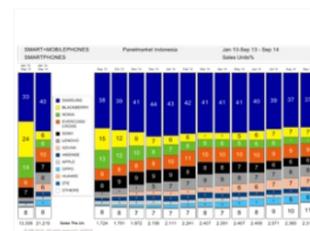
No1. Mobile browser in Indonesia market.

Over 40% market share in Indonesia.

1	<b>BBM</b> BlackBerry Limited.	=
2	<b>Facebook</b> Facebook	=
3	<b>Messenger</b> Facebook	=
4	<b>UC Browser - Surf it Fast</b> UCWeb Inc.	=
5	<b>Instagram</b> Instagram	=
6	<b>WhatsApp Messenger</b> WhatsApp Inc.	=



4th biggest population country in the world, 250 million people



Fast growing of mobile internet users



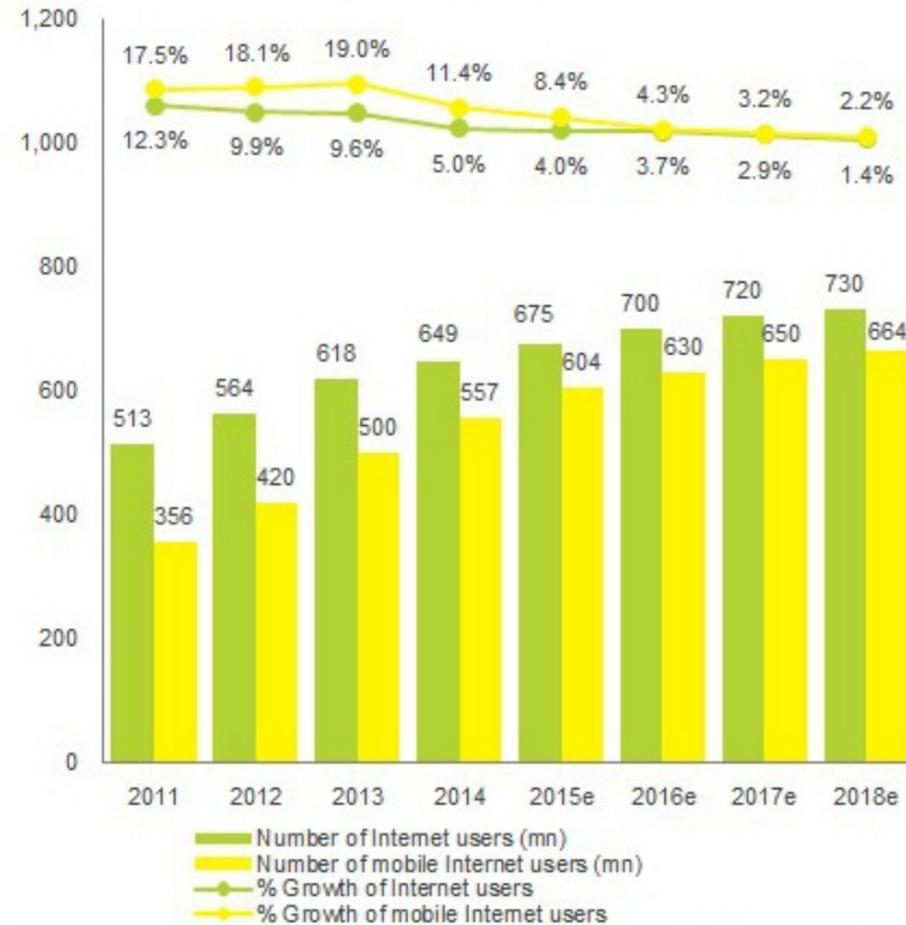
Similar situation with India



More localization services

# Mobile internet market share in China is as big as 95% of all Chinese internet and this will happen in Russia

Number of China Internet Users and Mobile Internet Users 2011-2018



Note: PC Internet users refer to Internet users who once accessed to the Internet with PC within the past six months and mobile Internet users refer to Internet users who once connected to the Internet with mobile devices within the past six months.  
Source: The data from 2011 to 2018 were estimated based on data from iUT data in iResearch statistical forecast model.

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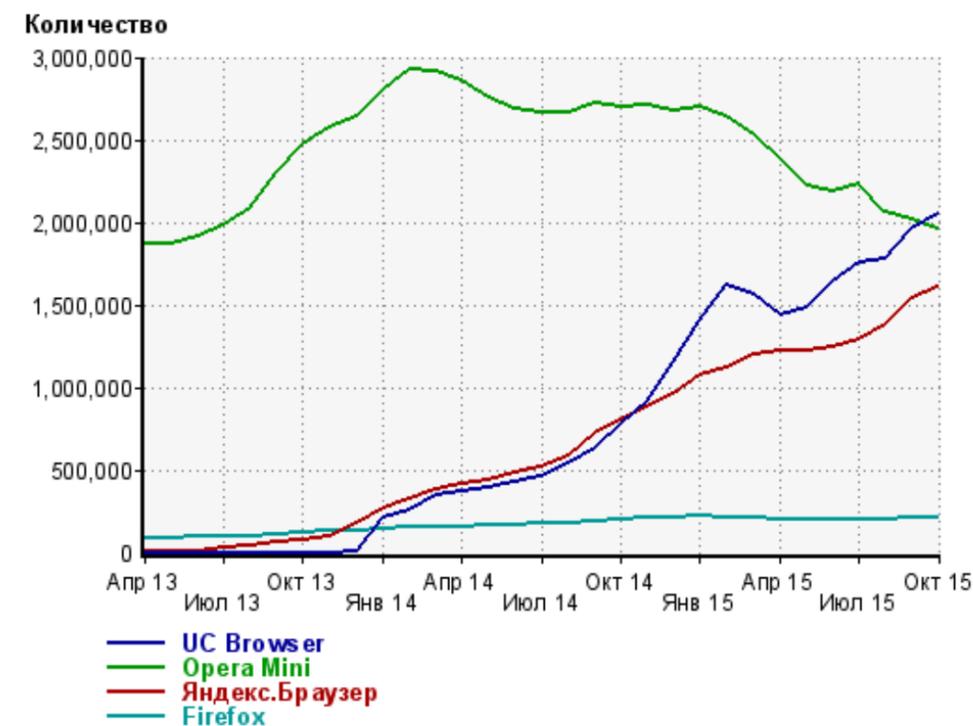
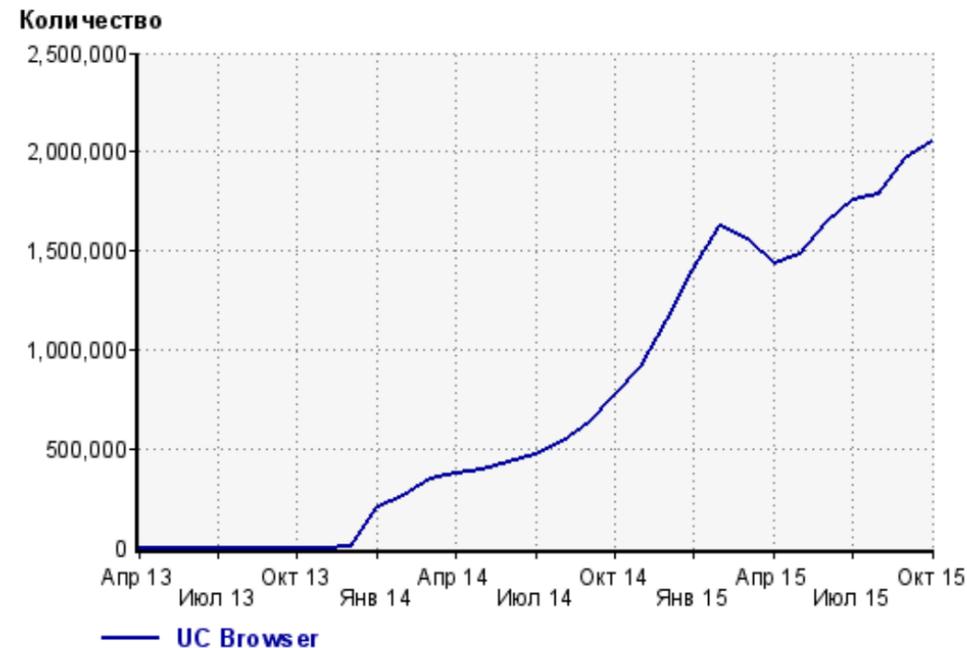
www.iresearchchina.com

For India and China almost 95% of internet users use their mobile phones to reach internet. They know web more from mobile devices. This makes their online behavior, technologies and services completely different and adopted for mobile more than for PC

At the same time in Russia lot of 45+ years old people are buying smartphones. They will also start discovering web, we had this trend in China for the last 5 years. This is a huge audience and better not to ignore it

So keep in mind that the way people use things is changing rapidly and Internet is becoming as much popular among elder generations as among youngsters

# What we get for UC browser in Russia



Fast increasing of UC Browser DAU in Russia market

Surpass Opera mini in current time

No1. Third-party Browser in Russia

2M DAU, 8M MAU of UC browser in Russia

4 of 10 most popular websites opened from UC Browser in Russia are porn sites

# Why we come to Russian market?



140M population,  
the nine's biggest  
population country



More than 60M  
mobile users, more  
than 25M shipments of  
smartphones per year



TOP5 biggest  
downloading country  
on GP and AS



Mobile e-commerce,  
social network,  
mobile game are very  
developed in Russia.

# Why we cannot get No.1 like in India and Indonesia?

**2012**

2012 is a little late for UC to start to do Russian market



Smartphone shipments per-year is not big; mobile internet users is not increasing fast.

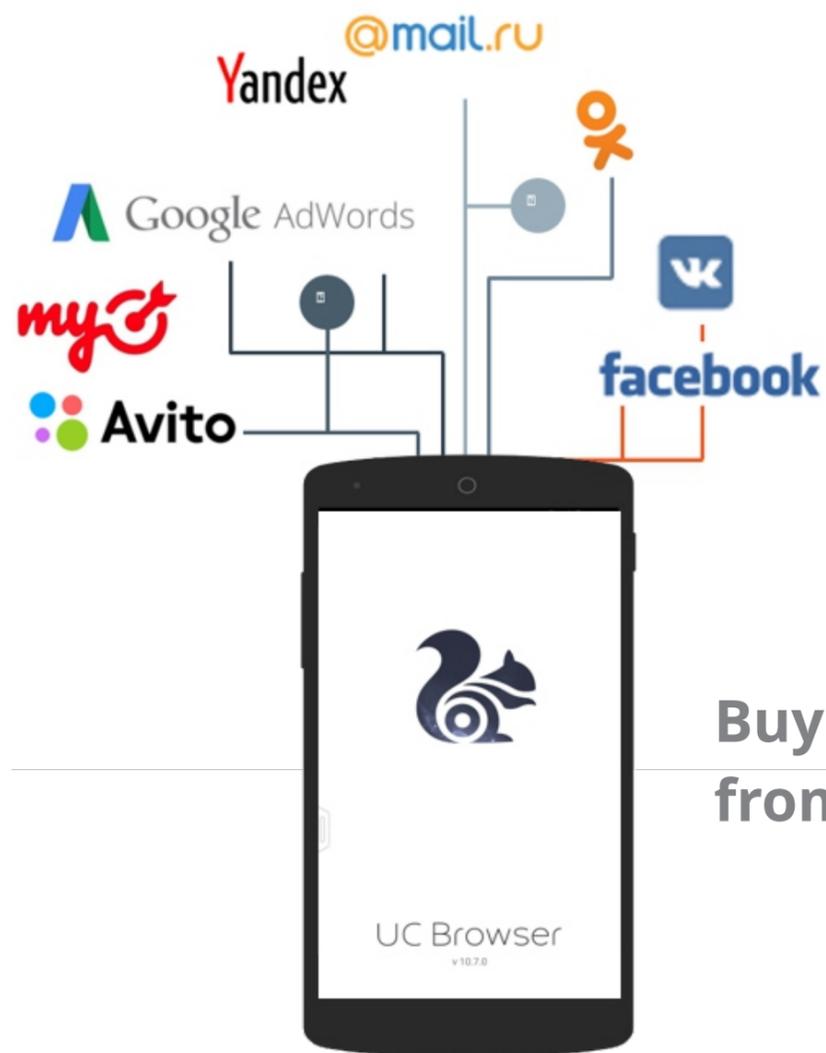


Before smartphone, using desktop to surf internet



Traffic of 3G, 4G is very cheap in Russia

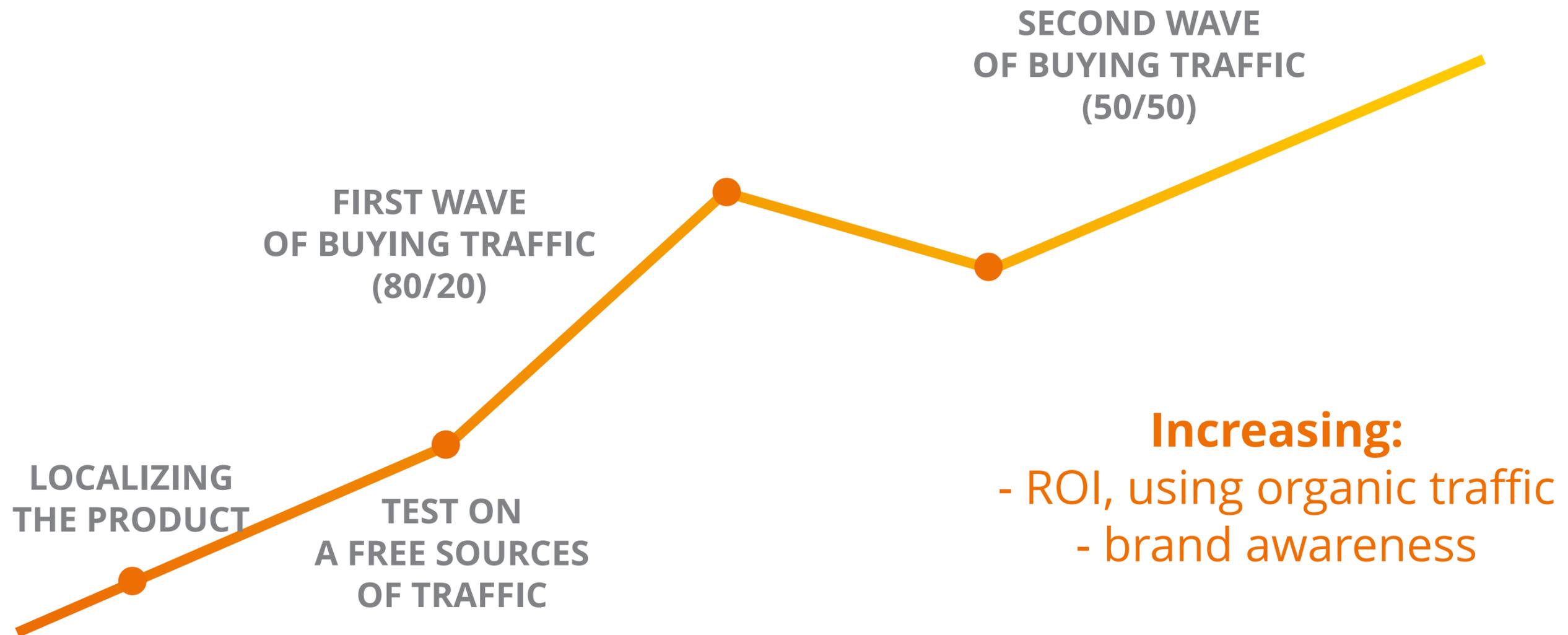
# What we are doing in Russia- traffic



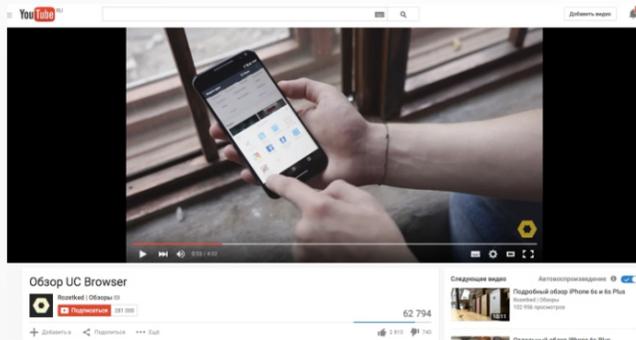
Buy high-quality traffic from different platforms

1	<b>VK</b> VK.com	=
2	<b>WhatsApp Messenger</b> WhatsApp Inc.	=
3	<b>Viber</b> Viber Media S.à r.l.	=
4	<b>AliExpress Shopping App</b> Alibaba.com Hong Kong Lim...	=
5	<b>Одноклассники</b> Odnoklassniki Ltd	=
6	<b>Clans Ninja &amp; Monster Ass...</b> Apps Dev Rif	=
7	<b>360 Security - Antivirus Bo...</b> 360 Mobile Security Limited	=
8	<b>UC Browser - Surf it Fast</b> UCWeb Inc.	=

# Strategy how to get the same amount of hq traffic cheaper using Google Play



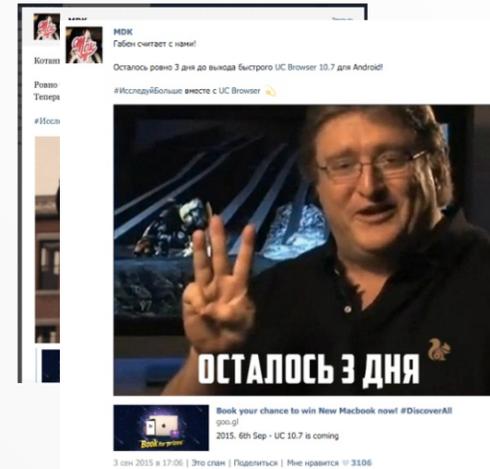
# Why we cannot get No.1 like in India and Indonesia?



Building strong relationships with vloggers...



Media and journalists...



Influential KOLs...

A screenshot of a website showing browser popularity statistics. The website is "PDA" and the page is titled "Лучший браузер для Android? Кто же победит в этом споре?". The table lists various browsers and their popularity percentages.

Браузер	Количество голосов	Процент
Opera	3999	19,51%
Default Browser	3953	19,19%
Firefox	768	3,81%
Vivaldi Browser	918	4,53%
UC Browser	4268	21,08%
Maxthon	2877	14,24%
Google Chrome	3013	14,91%
Другой (Иногда в комментариях)	1465	7,22%

And popular communities

**Thanks!**  
**Спасибо!**

**Vincent Wu**

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