



TM

Juwai.com

国际房产搜索引擎

Where Chinese find international property

BEHIND THE BRAND NAME

“Juwai” is a word created from 2 Mandarin characters – “ju” (home/living) & “wai” (overseas/outside)

“Juwai” is now a more searched term on Baidu than “international property”

Disruption

Social Media

Winning formula

Disruption

What is disruption
Who gets disrupted

Who is leading

F A N G or T A B

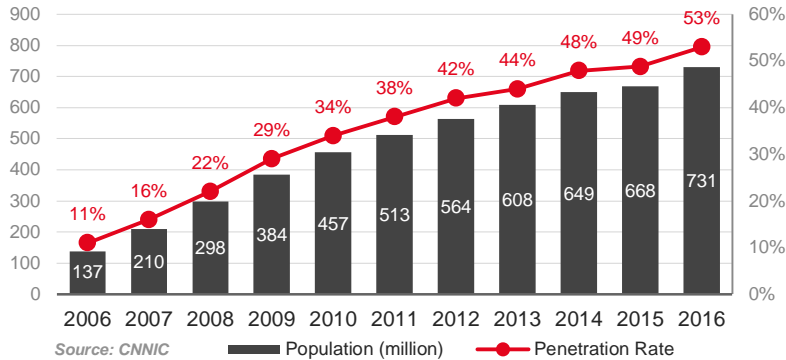
Trends

What are the big changes and why

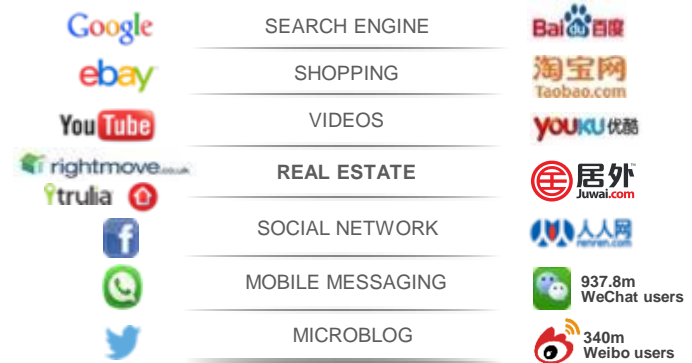
Access to International Opportunities

THE INTERNET, SMARTPHONES, MOBILE, SOCIAL

INTERNET - 668M USERS IN CHINA...AND GROWING



CHINESE ONLINE NETWORKS & SOCIAL MEDIA



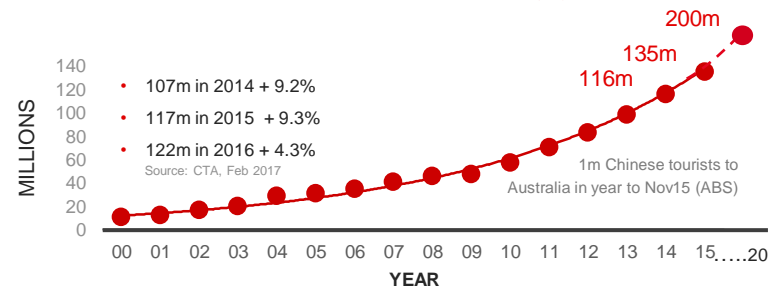
4G MOBILE ROLL-OUT IN CHINA



- 519m 4G smartphones sold in 2016
Increase from 171m sold in 2014
- China mobile doubled its 4G customers in 2016 to 535m
- 5G due to be launched by 2020
- According to China's 13th 5 year plan, between 2016-2020, the mobile internet will cover 85% of the population by 2020

(Source: Bernstein & China Academy of Telecommunications Research, CAICT, MIT)

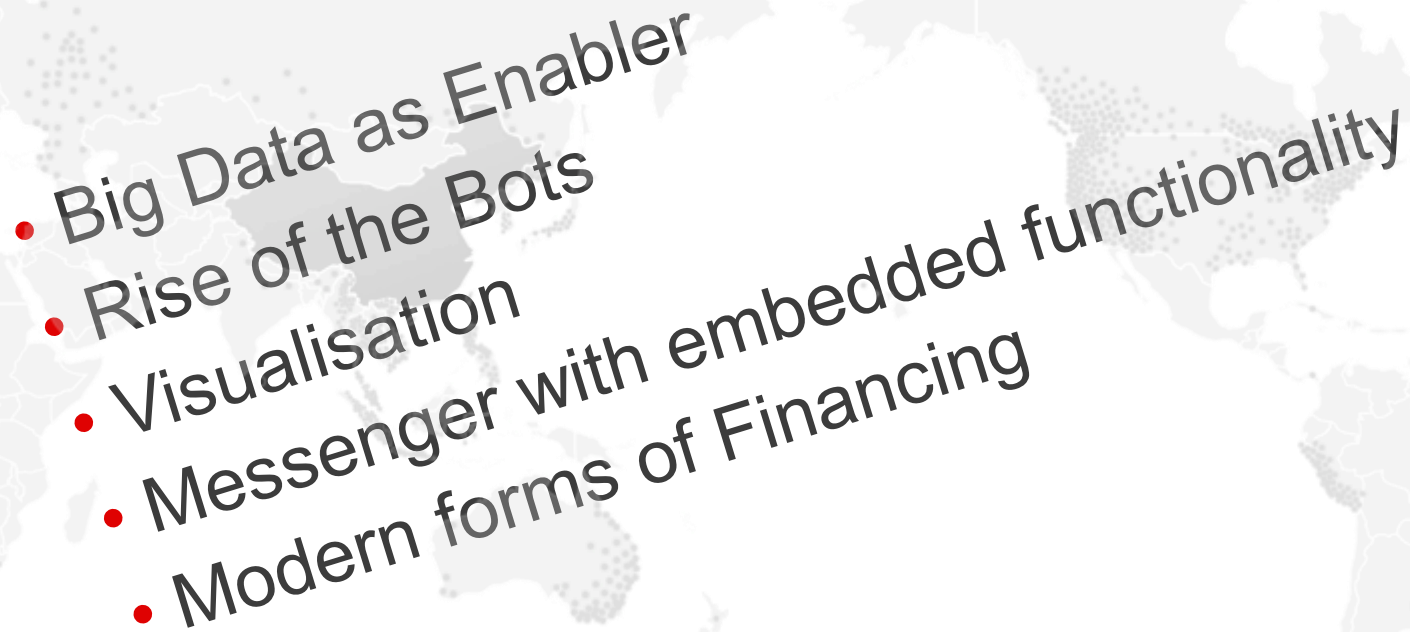
GROWING CHINESE OVERSEAS TOURISM BORDER-CROSSINGS (M)



- 107m in 2014 + 9.2%
- 117m in 2015 + 9.3%
- 122m in 2016 + 4.3%
- Chinese outbound tourists still <10% of population
- Only 10% of Chinese population currently have passports
- 62 countries now with visa free or visa on arrival policies for Chinese

Source: COTRII

5 Key Trends (2016)

- 
- Big Data as Enabler
 - Rise of the Bots
 - Visualisation
 - Messenger with embedded functionality
 - Modern forms of Financing





Whilst the world thinks
of China as an
emerging market.....

... Chinese view the world as
an emerging opportunity

谢谢 | Xiè Xiè | Thank you!