

News Release

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SMARTPHONE KEEPS UP THE GROWTH MOMENTUM WITH INCREASING USAGE INCIDENCES IN KEY CITIES; WHILST RURAL SMARTPHONE USERS REACHING UP TO 68%

VIETNAM, 24 NOVEMBER 2017: Smartphone is no longer a new phenomenon in Vietnam market as ownership of smartphones has surged across our nation during last 5 years. Smartphone keeps up the growth momentum with increasing usage incidences and ownership in both urban and rural areas in Vietnam, according to a report released today by global information and insights company, Nielsen.

According to Nielsen Vietnam Smartphone Insights Report 2017, the number of people using smartphone among mobile phone users still enjoys the verge of growth with 84% in 2017, compared to 78% a year ago. In secondary cities, 71% of local people use smartphone amongst 93% of people using mobile phones. More notably, in rural areas, while 89% of the population own a mobile phone, 68% of them possess a smartphone (See chart 1)

“The rapid up-take of connected devices, especially smartphones and tablets, is inevitable in our country. This could correspond to the fact that the smartphone brands are offering consumers abundant choices at an affordable and reasonable price. Another reason to add is that consumers are enjoying the increasing standard of living and expressing their desire for connectivity anywhere and anytime” states Mr. Doan Duy Khoa – Director – Consumer Insights – Nielsen Vietnam.

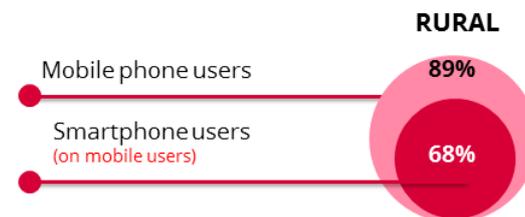
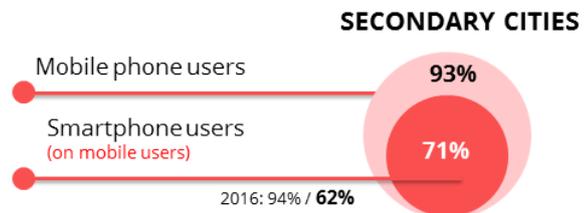
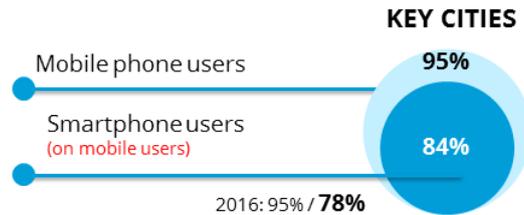
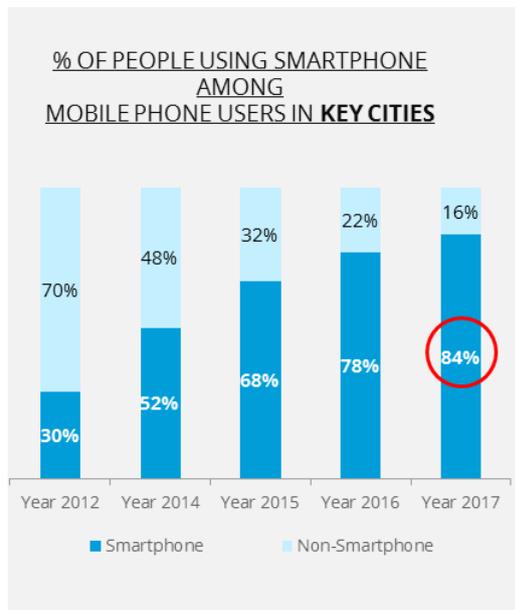
Earlier this year, Nielsen also conducted another study in cooperation with Younet Media to shed a light on the evolving trends of rural consumers. The result revealed that social media has emerged as one of the key platforms for obtaining the information, entertaining and keeping in touch with relatives, friends and children when 22.5 million Facebook users living in rural compared to 23.5 million Facebook users coming from urban areas.

“This plays an instrumental role in media consumption shifting beyond traditional media formats such as broadcast and cable TV, and also beyond traditional time parts. For media owners and advertisers, it is becoming increasingly important to understand

both urban and rural consumers' viewing habits in order to deliver the right content at the right time."

Chart 1: Smartphone penetration in Vietnam

SMARTPHONE PENETRATION IN VIETNAM

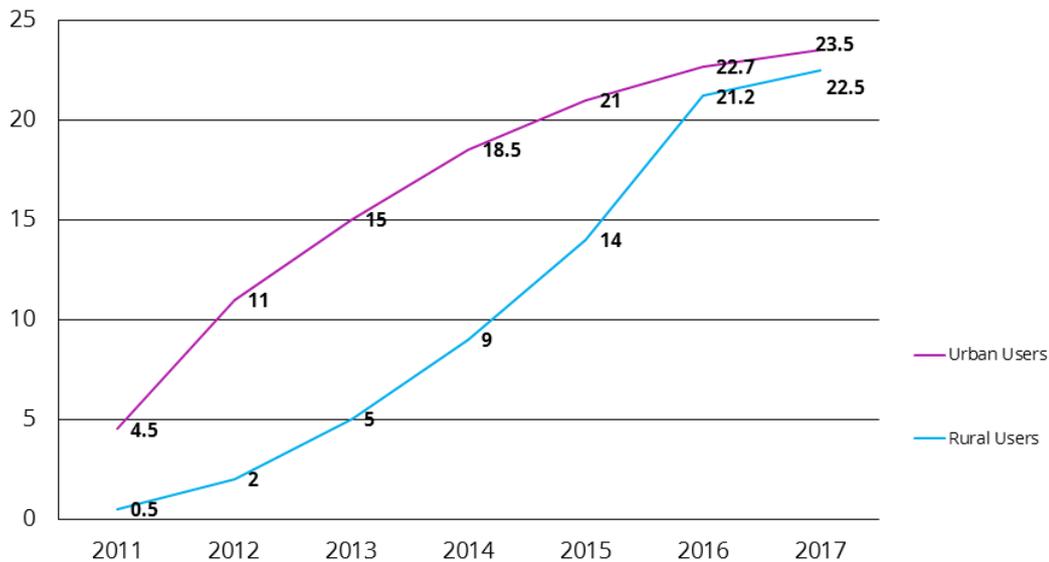


Source: Nielsen Vietnam Smartphone Insight Report, Q4 2017; Key cities: (n=1.882); Secondary cities (n=1.930); Rural (n=2,027)
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Chart 2: Facebook users in urban and rural areas



NUMBER OF RURAL VS. URBAN FACEBOOK USERS



Source: Nielsen Smartphone Insights Study Sep '15 – Base: N=323, 21-30 y.o. & YouNet Media 2016 (combined with estimation from WeAreSocial & Facebook Audience Insight)

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* About the Nielsen Vietnam Smartphone Insight Report

The Nielsen Vietnam Smartphone Insight Report, which looks at market landscape, smartphone brand performance and smartphone usage and attitudes, reveals major trends on smartphone penetration, segment movement, product life cycle, buying factors, brand satisfaction and expectation of consumers towards a brand. A sample of 1,882 frequent online users in key cities, 1,930 users in secondary cities and 2,027 users in rural areas (used the internet in the past month) aged 16 years and above were captured using an online survey methodology. Results and analysis do not cover the behaviours or profiles of consumers who do not use the internet.

About Nielsen

Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers Watch and Buy. Nielsen's Watch segment provides media and advertising clients with Total Audience measurement services across all devices where content — video, audio and text — is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen provides its clients with both world-class measurement as well as analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over



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