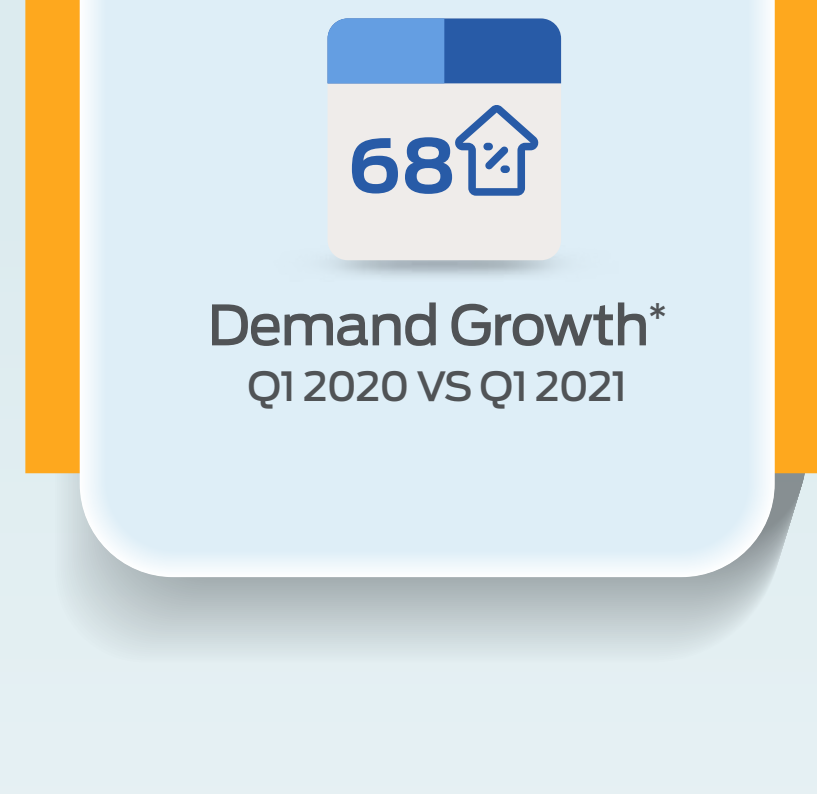
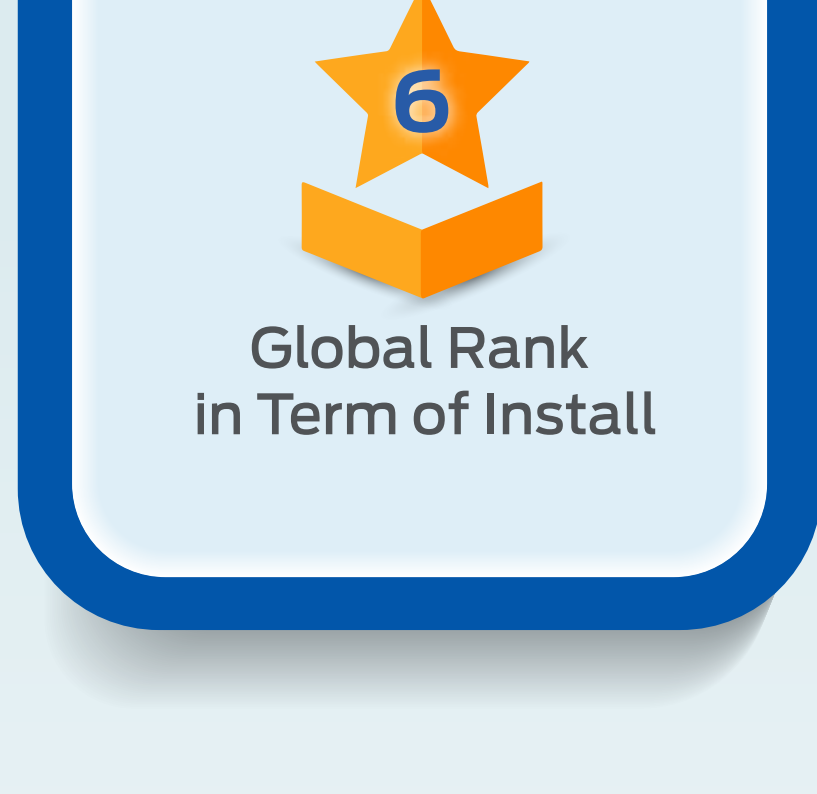


COMPOUNDING USER INTEREST IN DIGITAL FINANCES

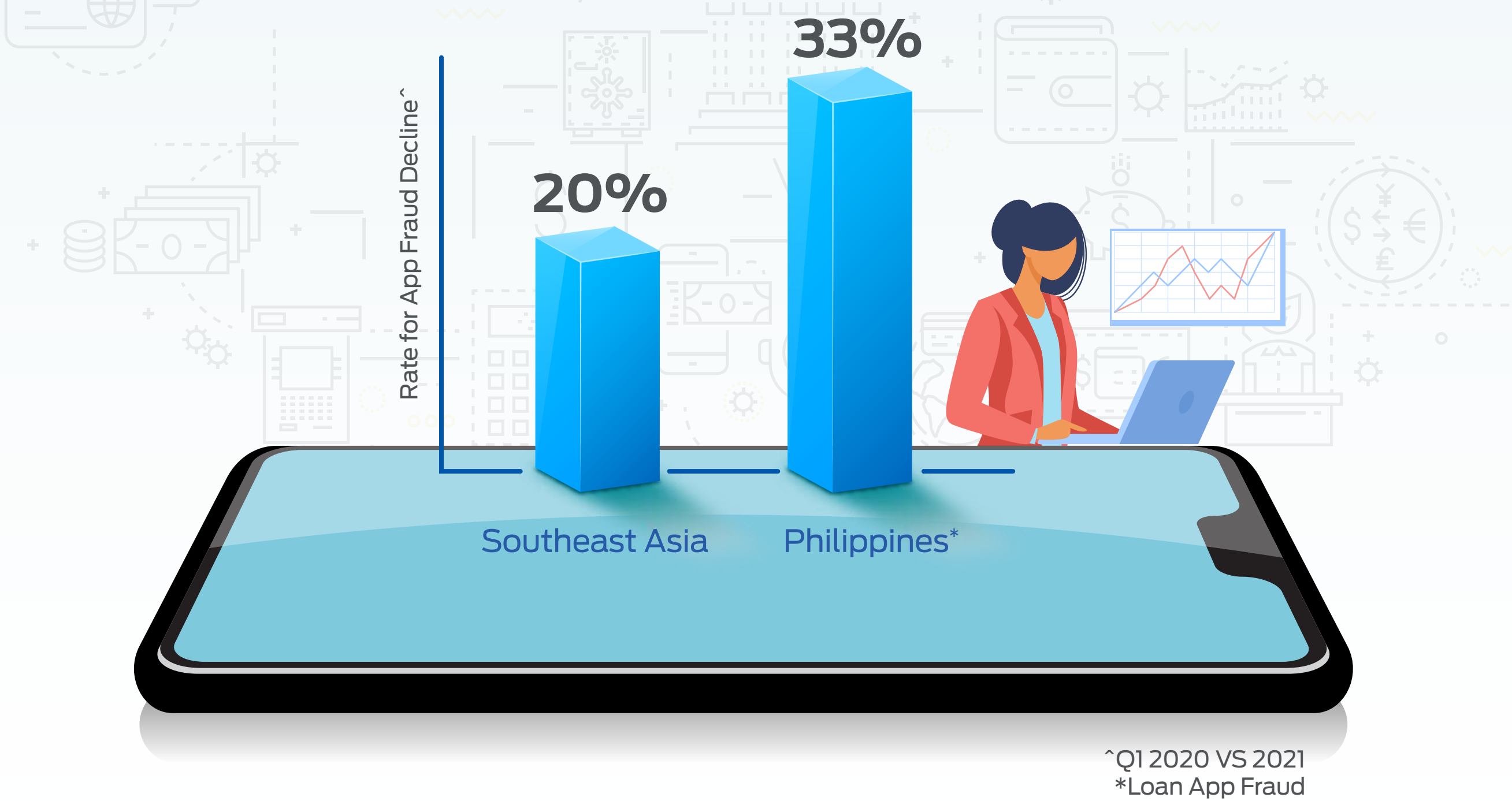
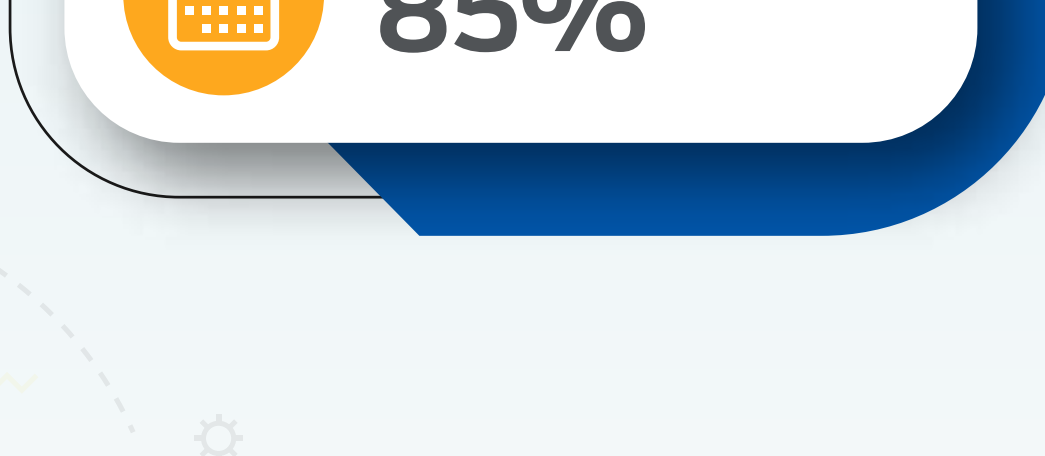
Philippines' Journey to be the Torchbearer for FinTech Apps in SEA



State of the FinTech Ecosystem at a Glance



User Acquisition & Remarketing Spends:



*Overall growth in SEA
Sources :
<https://backendnews.net/demand-for-fintech-apps-grew-in-ph-amid-the-pandemic-appsflyer/>
<https://newsbytes.ph/2021/06/23/report-ph-sees-rise-finance-app-installations-demand-up-by-68/>

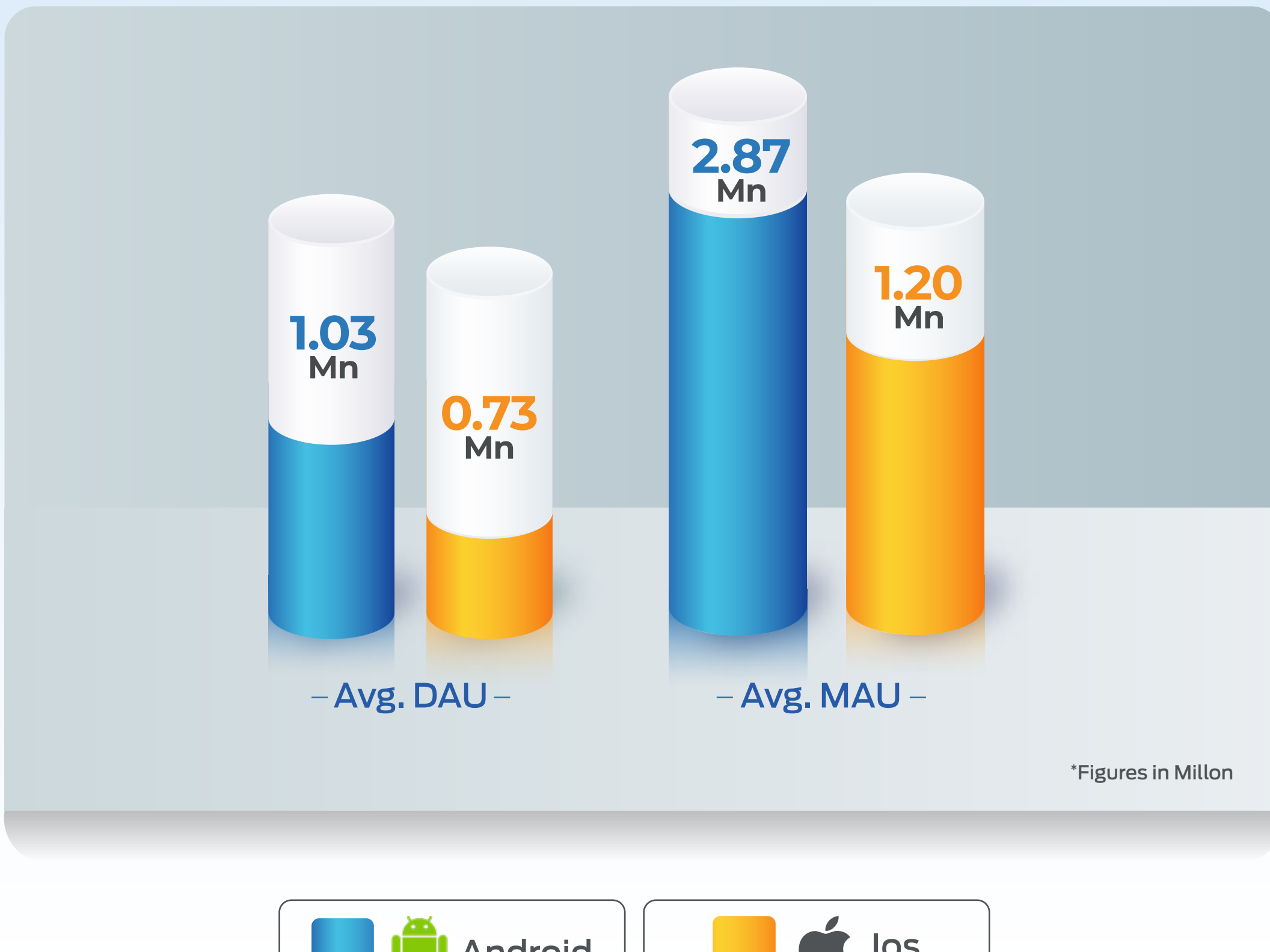
Major Categories of FinTech Apps



Top FinTech Apps in Philippines by Installation

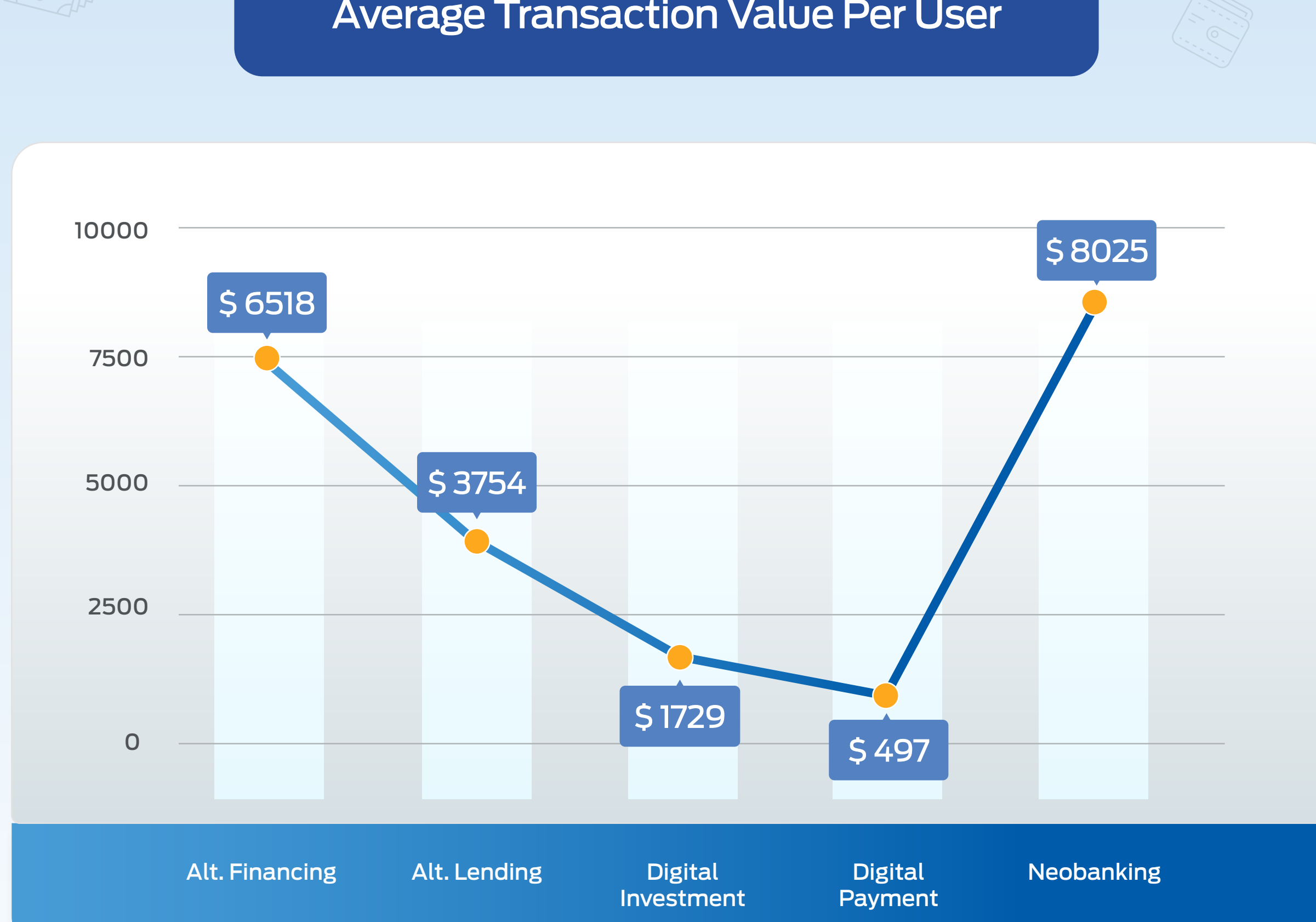


Average Performance Metrics of Top FinTech Apps



Source: <https://apptopia.com/store-insights/top-charts/google-play/finance/philippines>
<https://apptopia.com/store-insights/top-charts/itunes-connect/finance/philippines>

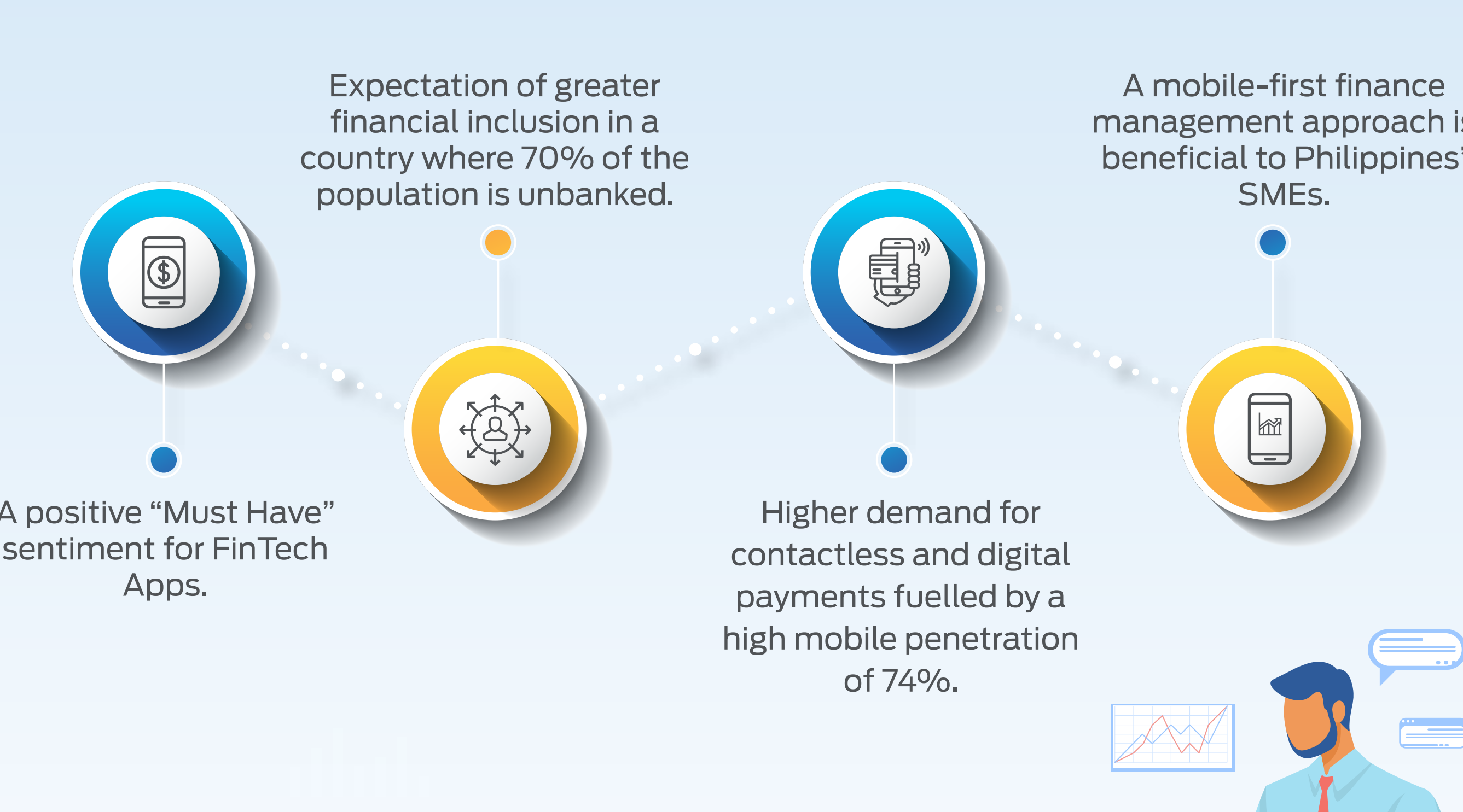
Growth Projection : Average Transaction Value Per User



Key Challenges to FinTech Adoption

- Limited financial literacy with low financial inclusion.
- Comparatively underdeveloped digital and internet infrastructure.
- Lower trust for digital transactions due to lack of process awareness.
- Lack of resources dedicated to process simplification of digital transactions.

The Silver Lining : What is Driving User Acquisition for FinTech Apps in the Philippines?



Sources :
<https://www.statista.com/statistics/625427/smartphone-user-penetration-in-philippines/>
<https://medium.com/the-looking-glass/fintech-opportunities-in-the-philippines-6a584ccf5211>