



MOMO CREDENTIAL

V3.1 Dated 01.12.2021

1. MoMo in Vietnam

2. MoMo Ad Solutions

3. Case Study

4. Rate Card



MOMO IN VIETNAM



TOP 100

Global Fintech Company ⁽¹⁾



E-wallet Super App in Vietnam by Users and Volume ⁽²⁾

#1



Movie booking, utility bill, airtime top-up platform in Vietnam.

#1



Donation payment platform in Vietnam

#1



Transportation ticket booking platform in Vietnam

#3

(1) Recognized by Top 100 Global Fintech Company in Promoting Financial Inclusion by IFC and World Bank and Top 100 Leading Global Fintech Company by KPMG and H2 Ventures

(2) Market share of e-wallet users based on State Bank of Vietnam Statistics



PROVEN TRACK RECORD OF GROW AND INNOVATION

Grow with us !



First e-wallet in Vietnam to be integrated in Apple App Store



First e-wallet in SEA to be integrated in Google Play

Achieved 23M REGISTERED USERS

MoMo was founded and became the #1 realtime distributor for major telcos in Vietnam

1st SIM-based mobile wallet in Vietnam



Won the Best Mobile Product of the Year 2012 by VNMedia

1st mobile wallet to provide domestic remittance

Investment by Goldman Sachs



Launched the 1st app-based e-wallet in Vietnam
Launched telco top-up, bill-pay and money collection services



Investment by Standard Chartered PE



Investment by Warburg Pincus



Investment by Goodwater Capital



MOMO'S ECOSYSTEM

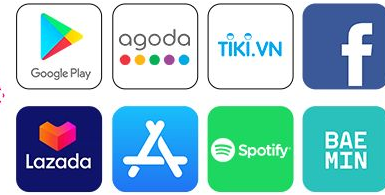


120.000⁺
Offline Payment Points

27
Bank Partners with Direct Integration



5.200⁺
Online merchants



4.400⁺
Agents



45⁺
Financial Services Partners



Distribution platform



TOP
10

VIETNAM BEST BRAND RANKINGS 2021



In the Global Best Brand Rankings 2021, **MoMo** wallet was awarded one of the **Top 10 Vietnam Best Brand Rankings 2021**.

This achievement validates **MoMo's** position as a global brand!

YouGov Global Best Brand Rankings 2021 VietNam - Top Ranked

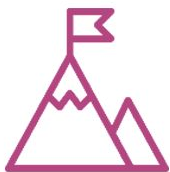
OVERALL: CURRENT TOP 10 BRANDS		
Rank	Brand Name	Score
1	Samsung	54.7
2	Vietnam Airlines	48.3
3	Shopee	41.9
4	Panasonic	39.8
5	Thế giới di động	38.3
6	Hào Hào	36.1
7	Omachi	34.0
8	Bit's	33.8
9	Kính Đô	33.6
10	MoMo	31.5

Scores show average data from 1 Oct 2020 - 30 Sep 2021

YouGov

The ranking was announced by YouGov, an international data research and analysis company, on November 16 in the report "[Global Best Brand Rankings 2021](#)". The first time that the top 10 has a Vietnamese fintech named in this prestigious category.

MoMo Brand is associate with positive and humane values.



MOMO Donation is the country's largest donation platform

WITH **5M** Users

HELPING **18.912** Children



188 Successful fundraising projects



22 Billion VNĐ was raised

42

Charitable organizations participated on the platform.



Continue to build and tighten the solidarity of the MoMo community, bringing hope to **40,000 children** in need across Vietnam in 2021



29M⁺

Cumulative
Registered Users*



1.5B⁺

Monthly
Impression*



2m29s

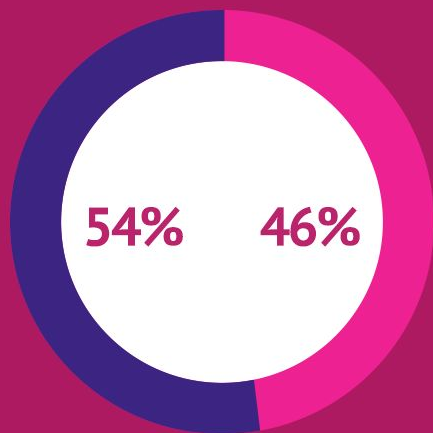
User's Time
Spent In App Per Session*

* Source: GA - September 2021

** 96% Ever use users will continue to use MoMo. Source: Brandhealth MBI 2021

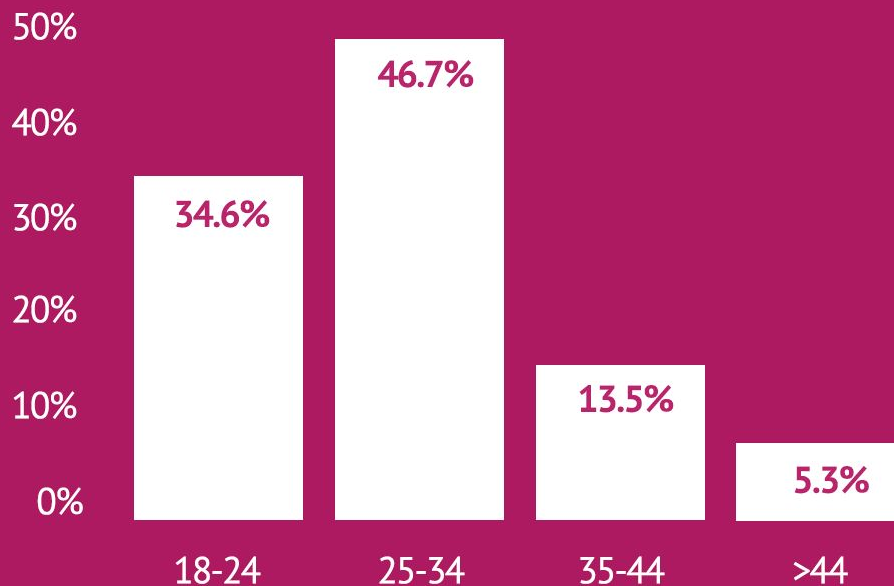
29M+

Users



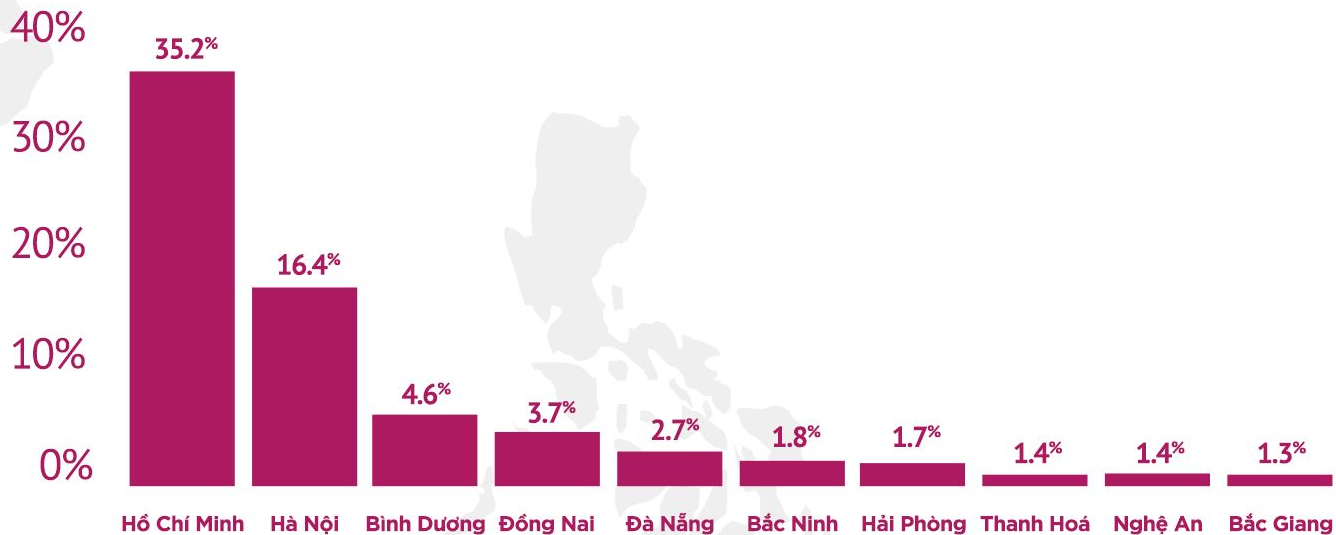
● Man ● Women

Users by age group





Users Geo-distribution





Targeting Capability

	Demographic And KYC		Location Targeting	Device Preference			User Preference		Payment Behavior	Retargeting
	Age	Gender	Geo (City)	Device Info	Network	OS	Interest	Creative Content	Payment Behaviors	Journey Campaign **
	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

* Publisher's credential references.

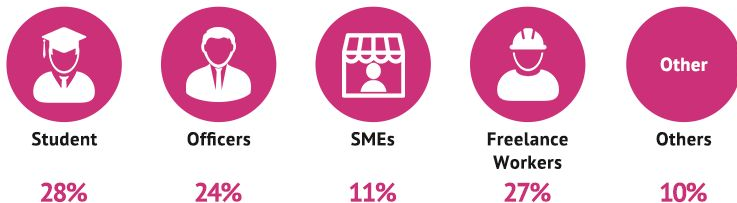
** Automated, integrated multi-channel process that allows advertiser to create a series of communication messages to users based on multiple pre-set conditions.



MoMo Users' Portraits



Curriculumms



Family Income



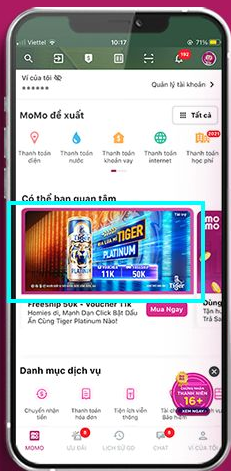
Thông tin A30 user trong Q4'20 (n=9, 188)



MOMO AD SOLUTIONS



Momo Ad Formats



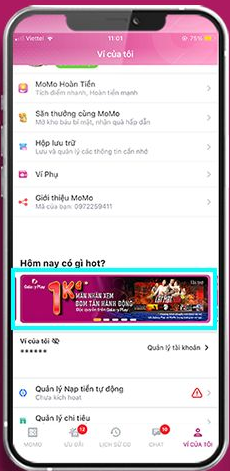
Carousel Banner

Placement:
- Homepage
- Transaction Result



Half Banner

Placement:
- Homepage



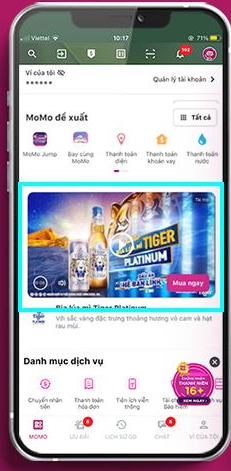
Full Banner

Placement:
- Transaction History
- My Wallet



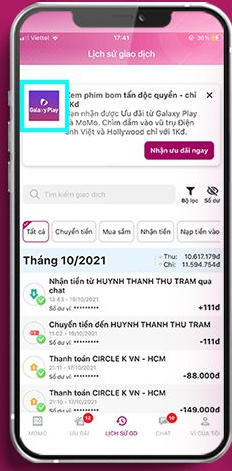
Floating Icon

Placement:
- Homepage



Video Banner

Placement:
- Homepage



X - Banner

Placement:
- Transaction History



Thin - Banner

Placement:
- Special Offer



Survey Site



Completion Site

Questions for users in the survey (maximum 3 questions)

Example:

Question 1: Have you known about the brand? (Yes/ No Question)

Question 2: When do you use the brand's products? (Multiple choice)

Question 3: When do you plan to use the voucher? (Fill answer)

The survey can help brand to measure/ evaluate the effectiveness of the campaign.

Momo will send the survey result at the end of Campaign



Ad Solution | Performance: Lead form

Đơn đăng ký thông tin

CƠ HỘI NHẬN THƯỞNG CÙNG SIMILAC

NHẬN NGAY 10.000 VNĐ VÀO VÍ MOMO

KHẢO SÁT NGAY

ĐIỀU KIỆN ĐĂNG KÝ
Đăng ký ngay hôm nay để nhận ngay 10k tiền thưởng vào ví điện tử MOMO.

Họ và tên
NGUYEN TRUONG GIANG

Số tuổi tại
Chọn số tuổi tại

Địa chỉ của mẹ
Nhập địa chỉ

Địa chỉ email của mẹ
Nhập địa chỉ email

Số điện thoại
0902804347

Xác nhận đăng ký

Survey Site

Đơn đăng ký thông tin

CƠ HỘI NHẬN THƯỞNG CÙNG SIMILAC

NHẬN NGAY 10.000 VNĐ VÀO VÍ MOMO

KHẢO SÁT NGAY

Cảm ơn bạn đã hoàn thành khảo sát

E-Voucher Giảm 20.000đ Áp Dụng Cho Hóa Đơn Từ 400.000đ tại Co.opmart

Điều kiện và điều khoản

1. Áp dụng cho hóa đơn từ 400.000đ trở lên
2. Mỗi E-Voucher chỉ áp dụng cho 1 lần thanh toán và trên 1 hoá đơn
3. E-Voucher không được cộng gộp, không được hoàn lại và không có giá trị quy đổi thành tiền mặt
4. Mỗi khách hàng chỉ được mua tối đa 1 lần trong suốt thời gian chương trình diễn ra.
5. E-Voucher có thể áp dụng đồng thời với các CT/MT khác của cửa hàng

HƯỚNG DẪN SỬ DỤNG

Bước 1: Vào LƯU GIỮ > QUÀ CỦA TÔI

Bước 2: Chọn E-Voucher & bấm SỬ DỤNG để hiện thị mã thanh toán

Bước 3: Dưa mã cho thu ngân, E-Voucher sẽ tự động áp dụng

Voucher của bạn đã được thêm vào mục Quà Của Tôi

Quà của tôi

Completion Site

Questions for users in the form (maximum 5 questions)

Example:

Question 1: What is your name?

Question 2: What is your email address?

Question 3: What is your phone number?

The lead can help brand to collect customers' information.



Ad Solution | Greeting Card & Sticker



Mining partners promote images and encourage users to use Greeting cards when transacting on special occasions or specified in the campaign: anniversary, blessing, love, meeting...

GREETING CARD

Greeting card is viewed P2P remittance screen picture frame.

AVANTAGE



The screen always reaches over **50 million** visits per month.



The sender and receiver both receive the message of the partner.



Partners build sticker on MoMo and motivate users use MoMo sticker to chat, exchange information, confirm money transfers...

STICKER MOMO

Build a sticker with funny, trending images in MoMo chat.

AVANTAGE



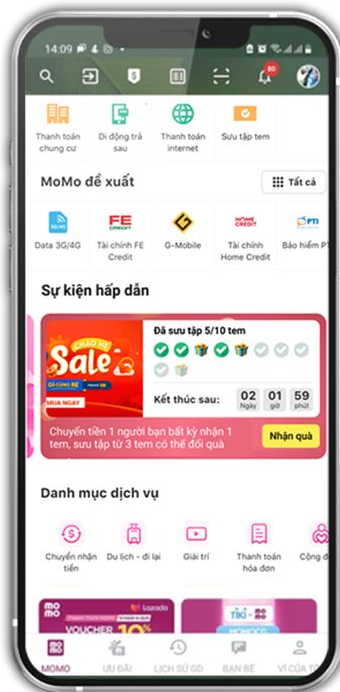
Displayed at MoMo Chat page with more than **10 million** visits per month.



All users can use conversion P2P.



Lucky Wheel



Collect Tem



MoMo Bay



Ad Solution | Online To Offline

Tech Flow

Listing SKU to CVS



Retailer transfers SKU info to MOMO



MOMO Config SKU into voucher



Users redeem promotion at store



MOMO Config SKU into voucher



RETAIL PARTNERS





Third-party Measurement

Sizmek[®]

adform

 doubleclick
by Google



Report

Weekly Campaign Report - Brand A x MoMo

Campaign Name	Placement	KPI Type	Planned KPI	Impression	Click	CTR	% Achieved
Brand A	Carousel HomePage	CPM	6.000.000	6.036.838	77.115	1,28%	100,61%
	Transaction Result	CPM	1.000.000	1.005.573	9.418	0,94%	100,56%
	Transaction History	CPM	1.000.000	1.069.339	1.504	0,14%	106,93%



8.111.750
Total Impression



88.037
Total Click



1.09%
Average CTR

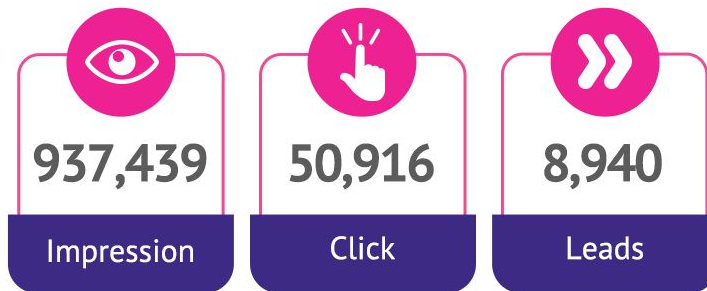


CASE STUDY

Case Study | Similac



Achieved within **7 days**

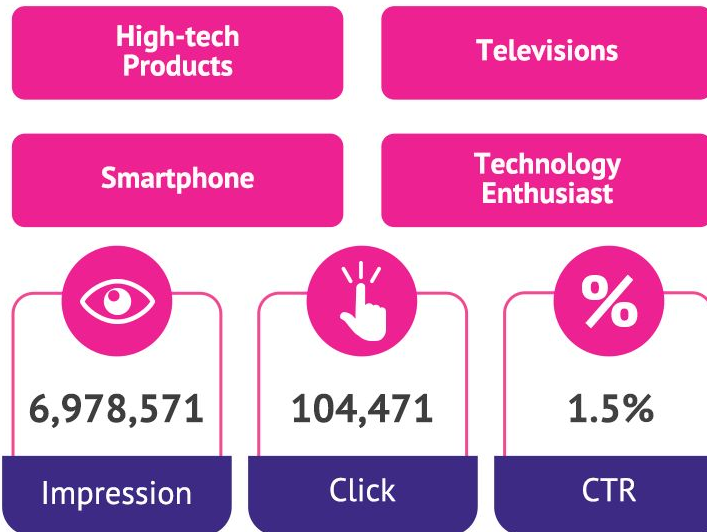
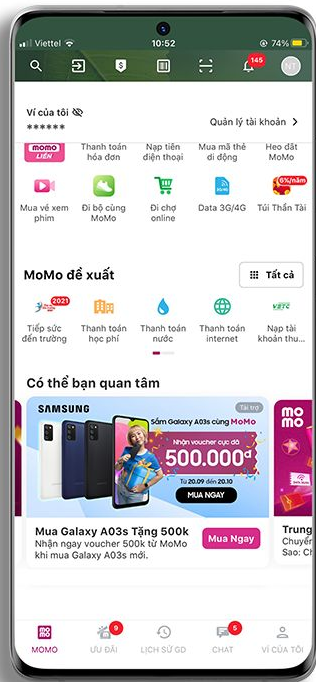




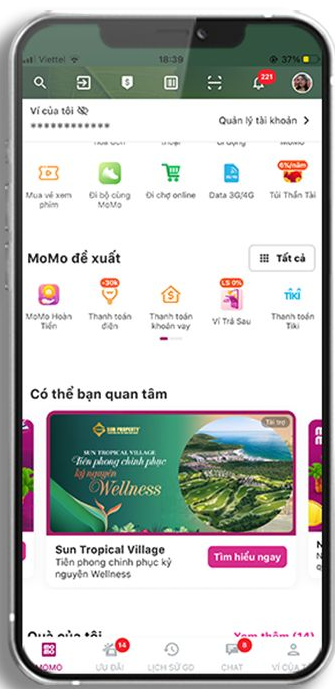
Case Study | Samsung

SAMSUNG

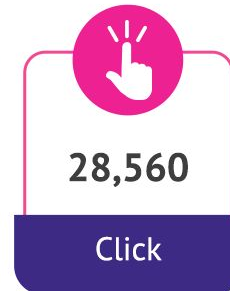
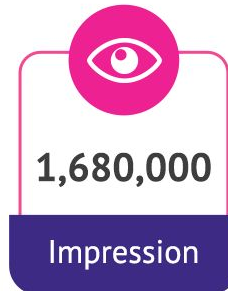
Campaign target **25 - 50 years old**
who are interested in



Case Study | Sun Tropical Village



Campaign target audience: 30 - 45 y.o who are interested in **Real Estate**, middle income with desire for modern lifestyle.





RATE CARD



RATECARD | CPM & CPC

Placement	Ad Format	Display Size	Format	CPM (VND)
Homepage	Half Banner	167x167 px	jpg, png	50.000
	Carousel Banner	300x150 px	jpg, png	70.000
	Floating Icon	95x95 px	jpg, png	60.000
	Standard Video 6s	343x193 px	mp4, avi	80.000
	Standard Video <30s	343x193 px	mp4, avi	100.000
My Wallet	Full Banner	343x88 px	jpg, png	40.000
Trans_History	X-Banner	60x60 px	jpg, png	60.000
Trans_Result	Carousel Banner	300x150 px	jpg, png	50.000
Special Offer	Thin Banner	343x114 px	jpg, png	60.000

***Note: Segment Targeting will plus 10% apply for:*

+ Location (Ho Chi Minh, Hanoi, Binh Duong,...)

+ Behaviors : Purchase or Financial or Entertainment or Active time on MoMo.

Format	Placement	Display Size	Format	CPC (VND)	Minimum Booking
Traffic Ad	All placements	167x167 px	jpg, png	4.000	10.000 CPC/Month
		300x150 px	jpg, png	4.000	10.000 CPC/Month
		95x95 px	jpg, png	4.000	10.000 CPC/Month
		343x88 px	jpg, png	4.000	10.000 CPC/Month
		60x60 px	jpg, png	4.000	10.000 CPC/Month

***Note: Segment targeting & Placement are not available for this format.*



DATA APPLICATION DEPT

NGUYỄN TRƯỜNG GIANG

BUSINESS DEVELOPMENT MANAGER



 +84 867773639

 ads@m-service.com.vn

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