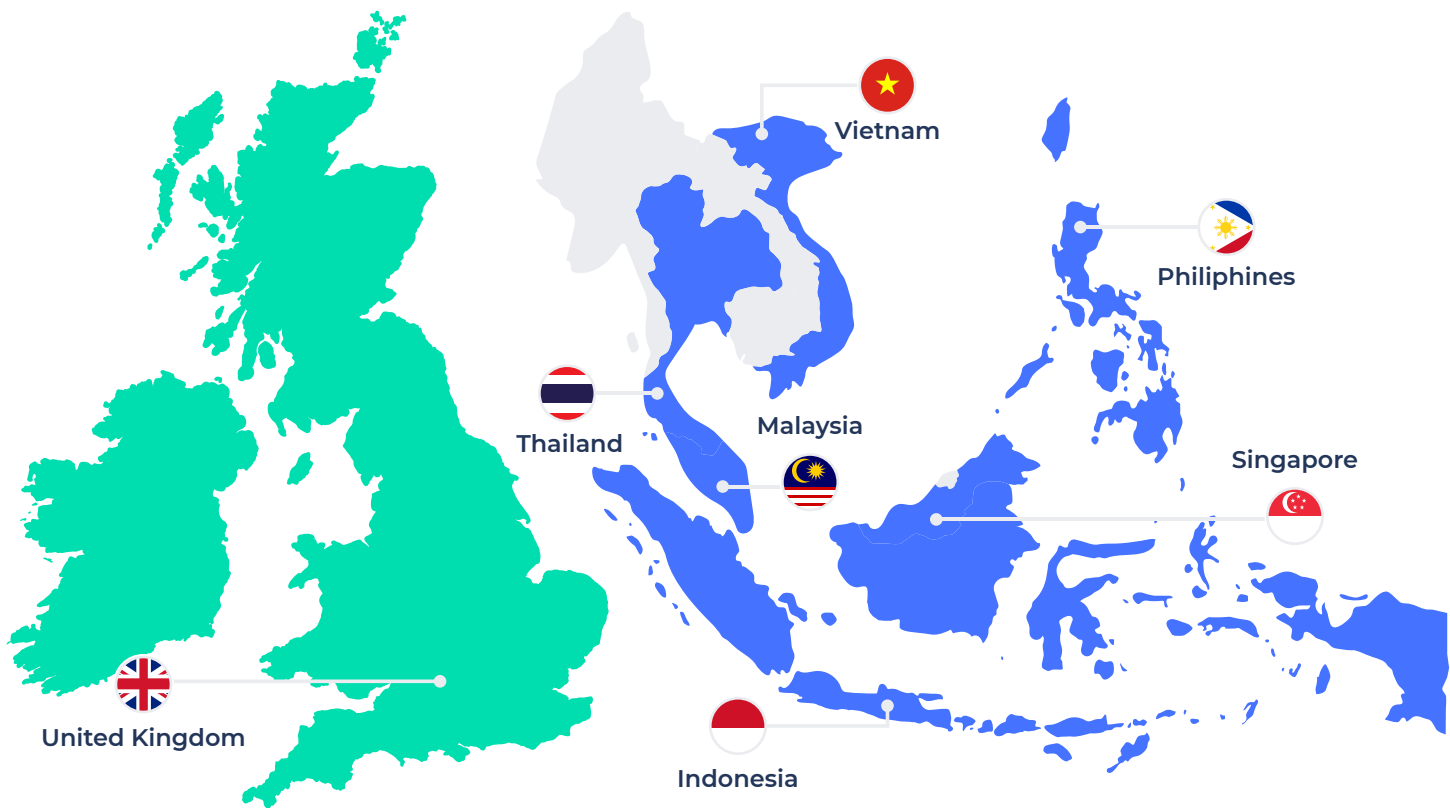


Digital Business is on the Rise in ASEAN

The number of new digital consumers added in one year in Singapore, Malaysia, Indonesia, the Philippines, Thailand, and Vietnam is equivalent to the population of the United Kingdom.



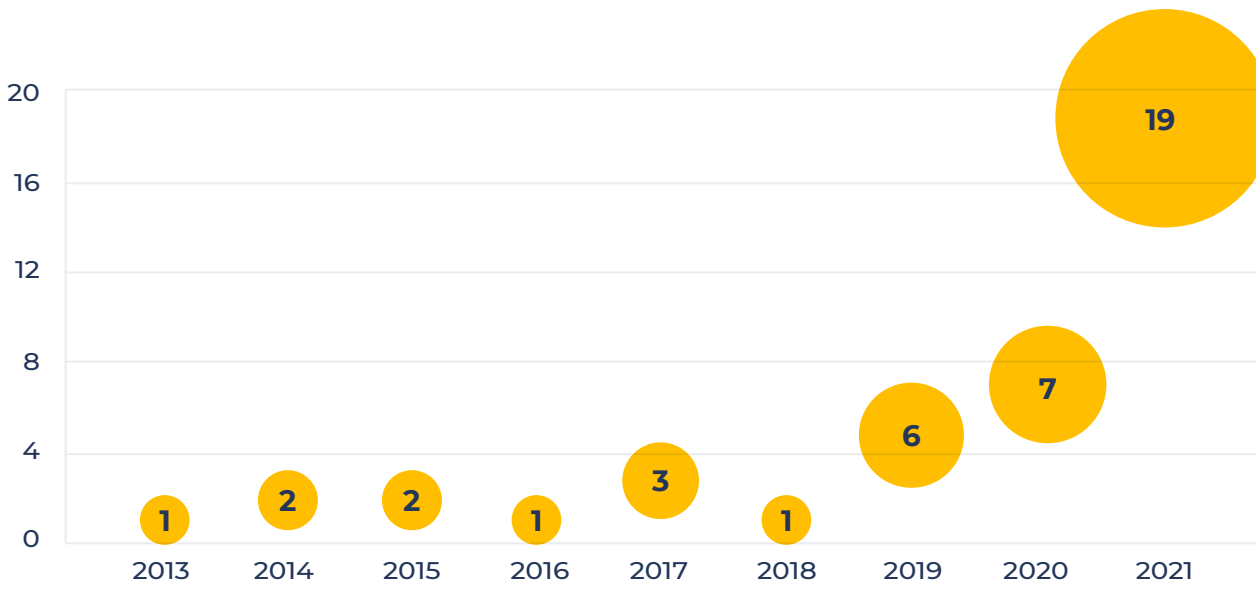
New Generation of Digital-Native Entrepreneurs and Consumers



Valuations are Rising



Unicorns by Year



The Face of Southeast Asia's Rising Young Entrepreneurs

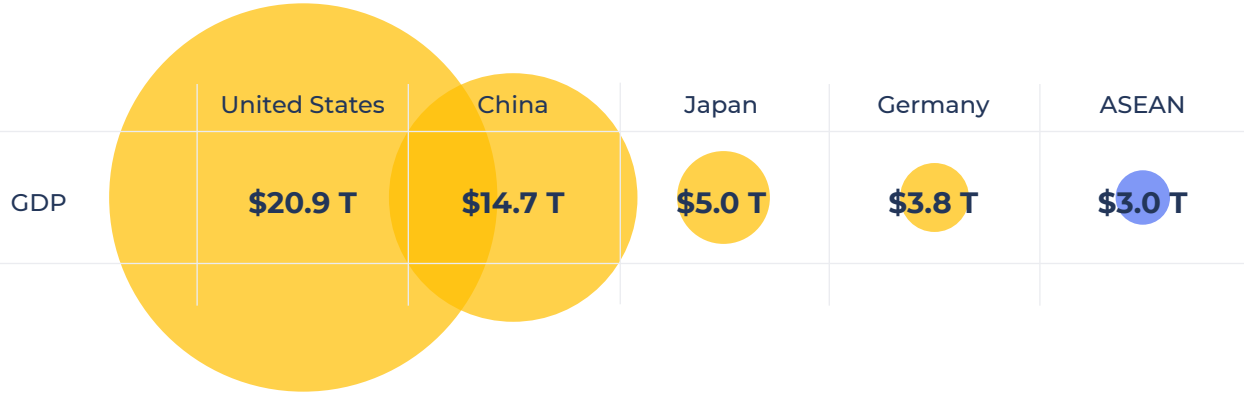
Young digital natives are leading a post-COVID societal transformation in Southeast Asia. Here's a snapshot of the entrepreneurial landscape in this dynamic region.

Southeast Asia Is Growing Fast

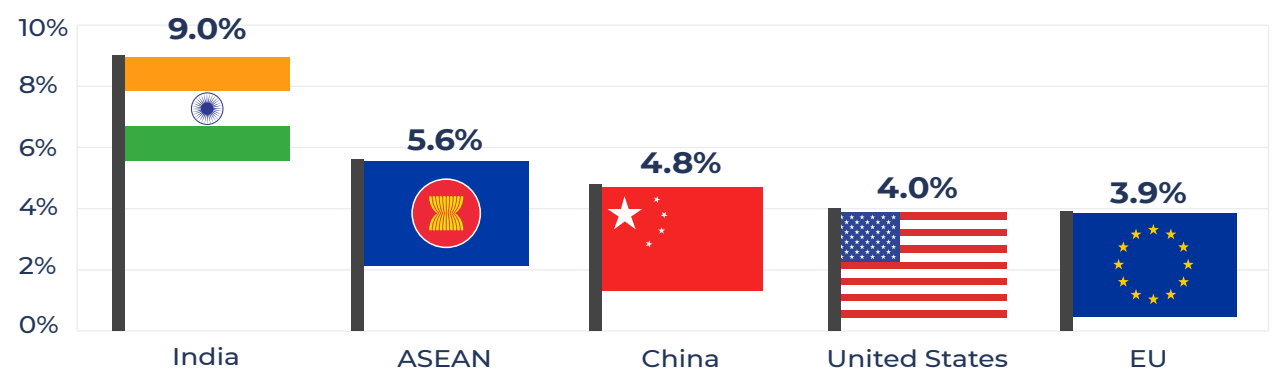
The 10 member nations of ASEAN represent the fifth-largest economy in the world.



GDP as of 2021



Projected Growth Rates for 2022



Spotlight on Indonesia

Indonesia is one of the youngest and most populous countries in Southeast Asia. The onset of the global pandemic has ushered in a period of rapid digital transformation, giving Gen Z never-before-available opportunities.

A new class of digitally-savvy young entrepreneurs is emerging from the pandemic and is now heading into a stage of recovery and growth. The country's 8 tech unicorns are a clear sign of the Indonesian economy's strength.

The facts and figures that follow come from Xendit's report on the state of Southeast Asian entrepreneurship.

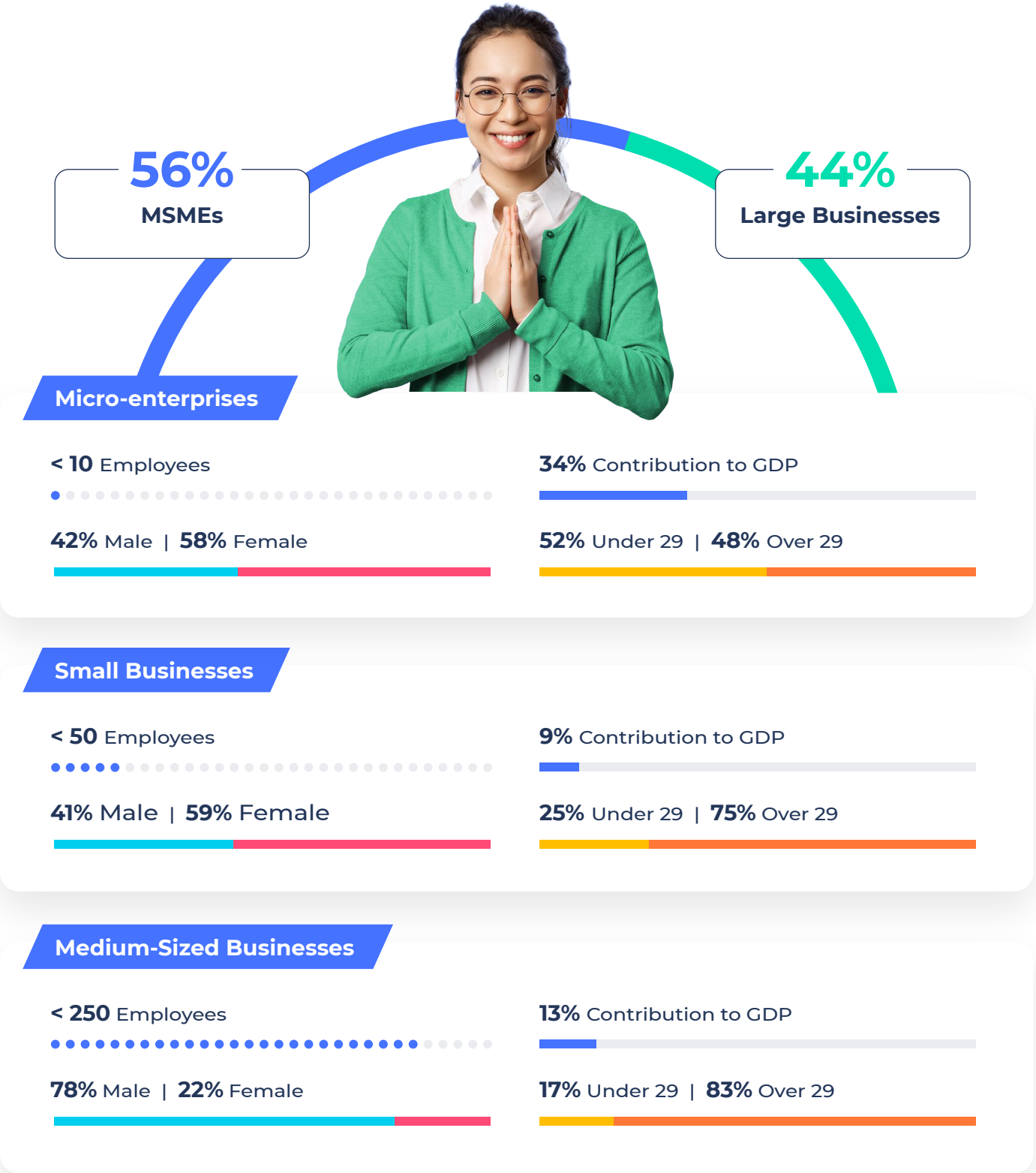


A Nation of Young Entrepreneurs

More than 1/3 of Indonesia's youth between 15-35 currently work for themselves or aspire to.



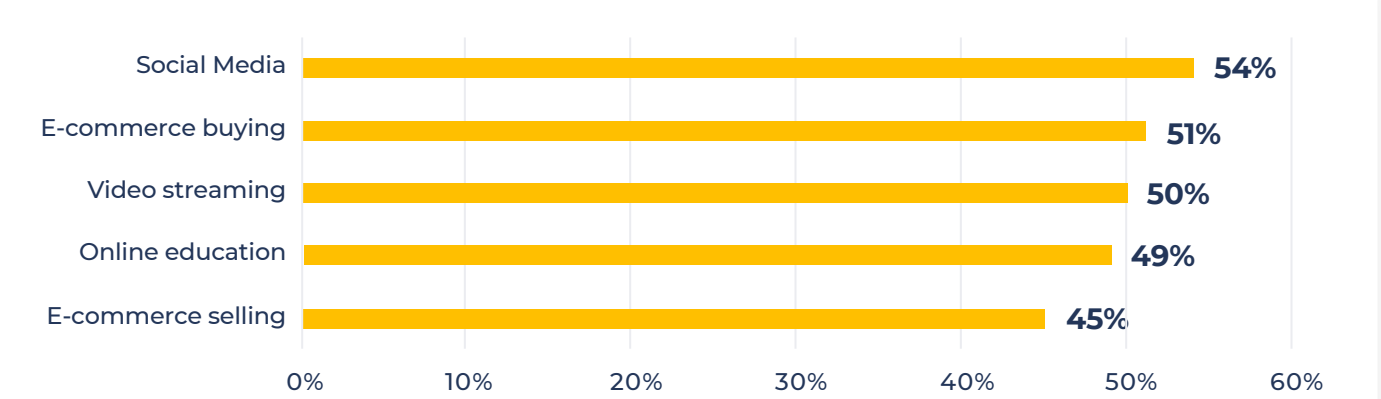
Digital Business Contribution to GDP in Indonesia



MSMEs Increased Their Digital Footprint

The pandemic accelerated the shift online that was already taking place in Indonesia.

Top 5 Digital Tools for Entrepreneurs Since Pandemic Began



Biggest Opportunities for Growth and Challenges



Notes:  
ASEAN-5 = Indonesia, Malaysia, the Philippines, Singapore, and Thailand.  
Digital consumers are those who perform a commercial transactions online.

Sources:  
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