

# WHERE OLD MONEY BUYS YOU THINGS, NEW MONEY BUYS YOU GLOBAL EXPERIENCES.

Unlike the old paradigm, New Money empowers everyone. It is inclusive and everyone can now have global experiences. No other group is taking greater advantage of the spirit of New Money than the millennial generation (18-34 years old).

Millennial consumers in APAC are using PayPal to experience the world to fuel their passions and interests; and merchants in APAC are building and running businesses to a global audience. The possibilities are endless. PayPal's latest research uncovers insights on millennial buying habits.

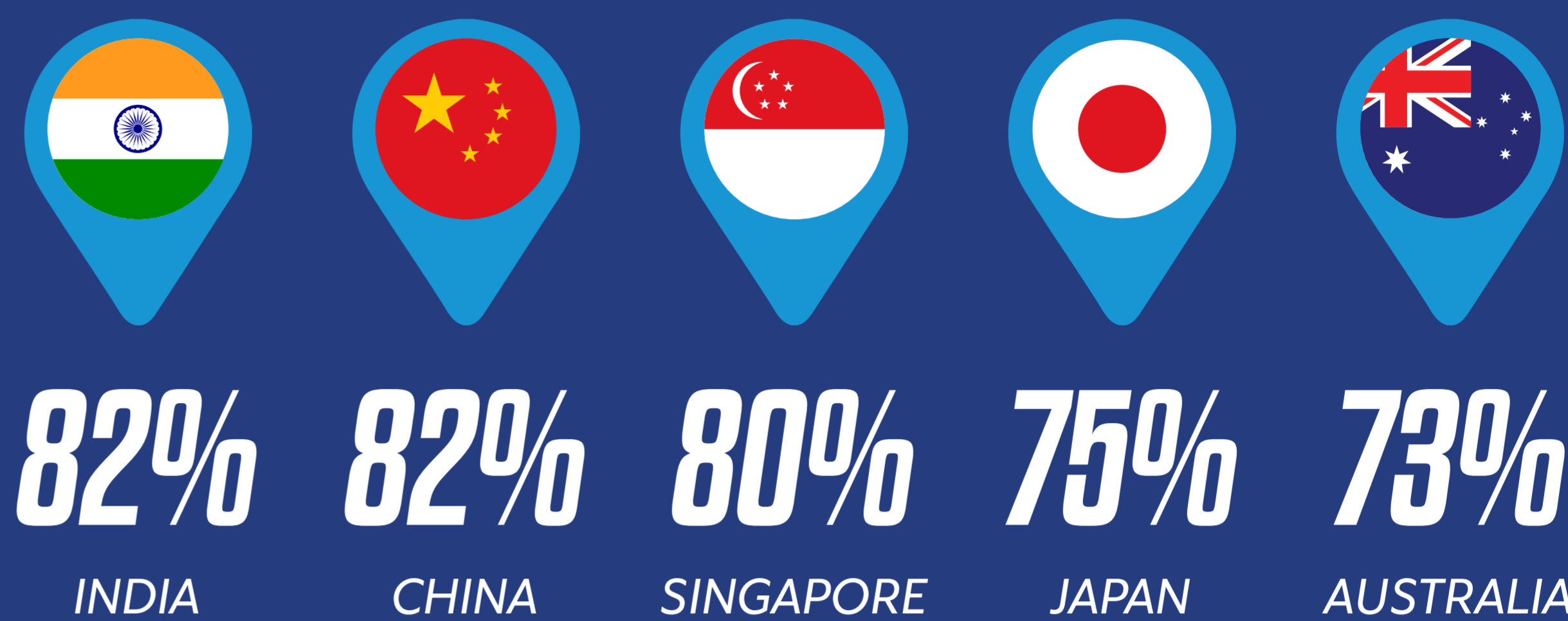
**PayPal** IS NEW MONEY

## MILLENNIALS IN ASIA PACIFIC SHOP ONLINE THE MOST

**79%** HIGHEST GLOBALLY

of millennials in Asia Pacific shopped online in 2015

## HERE'S THE PERCENTAGE OF MILLENNIALS SHOPPING ONLINE IN ASIA PACIFIC



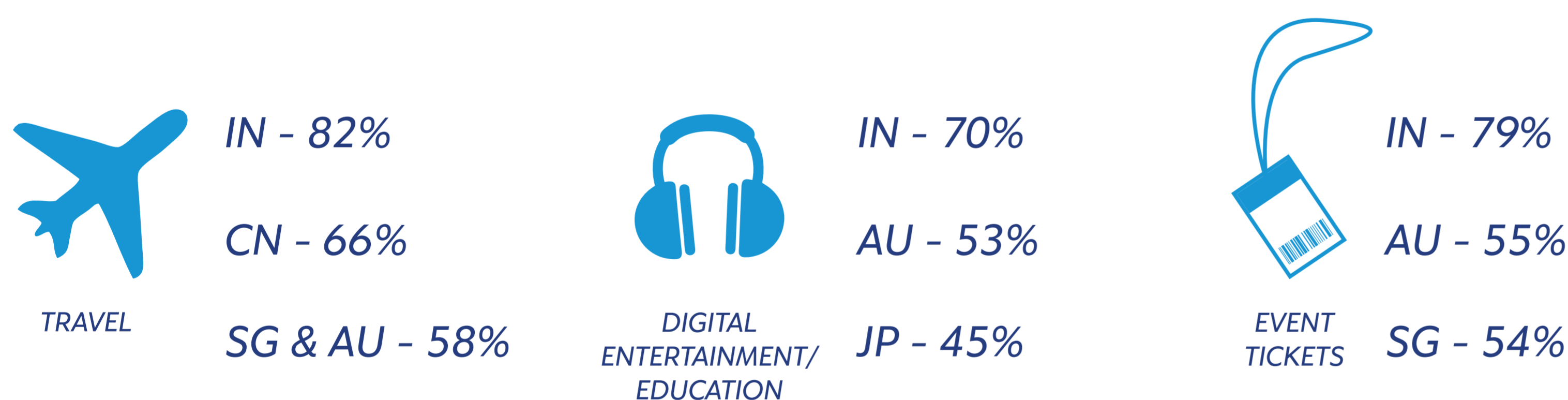
## MILLENNIALS IN ASIA PACIFIC SHOP CROSS BORDER



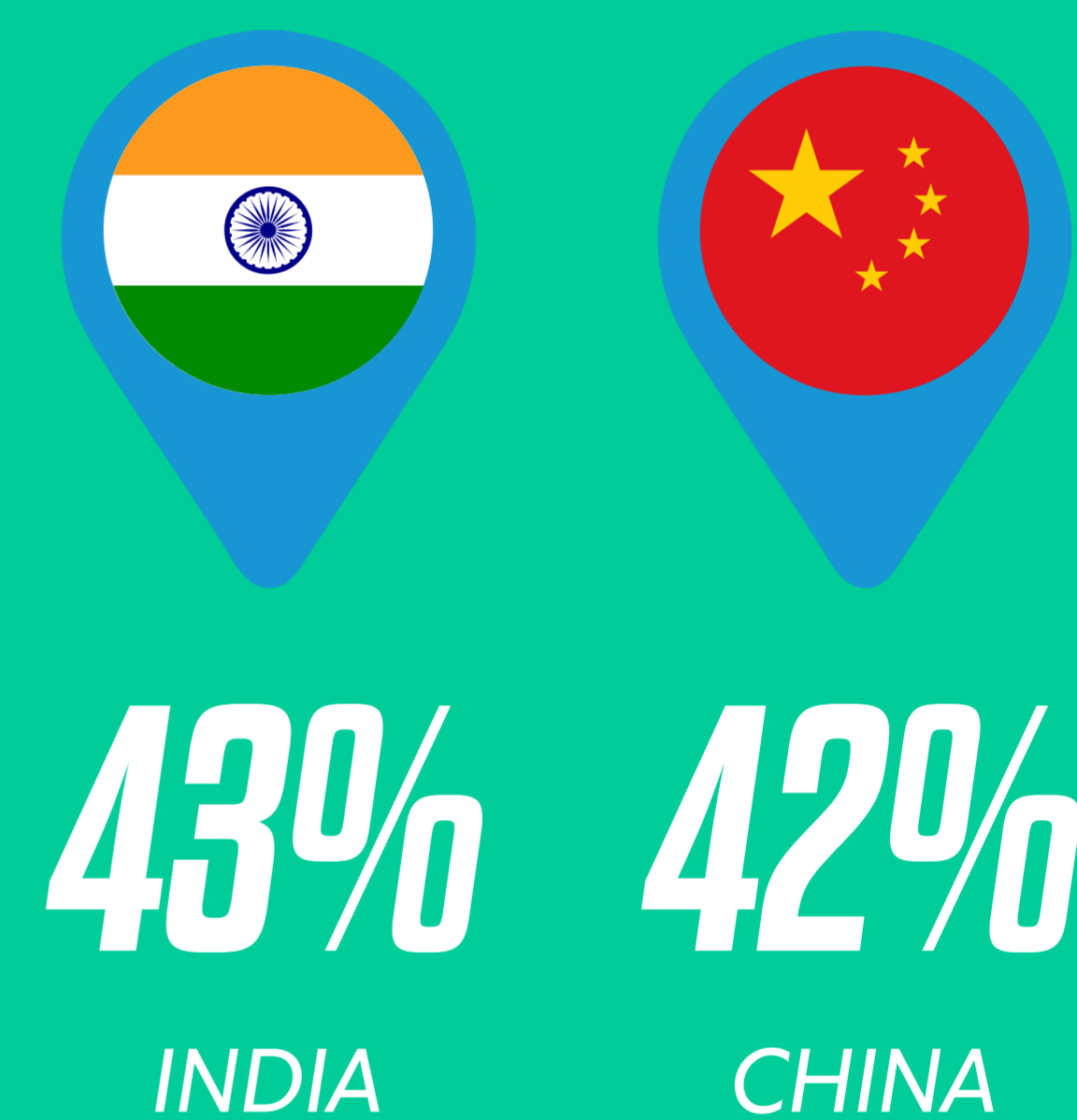
## IN ASIA PACIFIC THERE IS A GROWING TREND TOWARDS SHOPPING ON MOBILE DEVICES



## MILLENNIALS LIVE AND BREATHE AUTHENTIC EXPERIENCES, AND ARE SPENDING THEIR ONLINE PURCHASE POWER ON INTANGIBLE GOODS SUCH AS



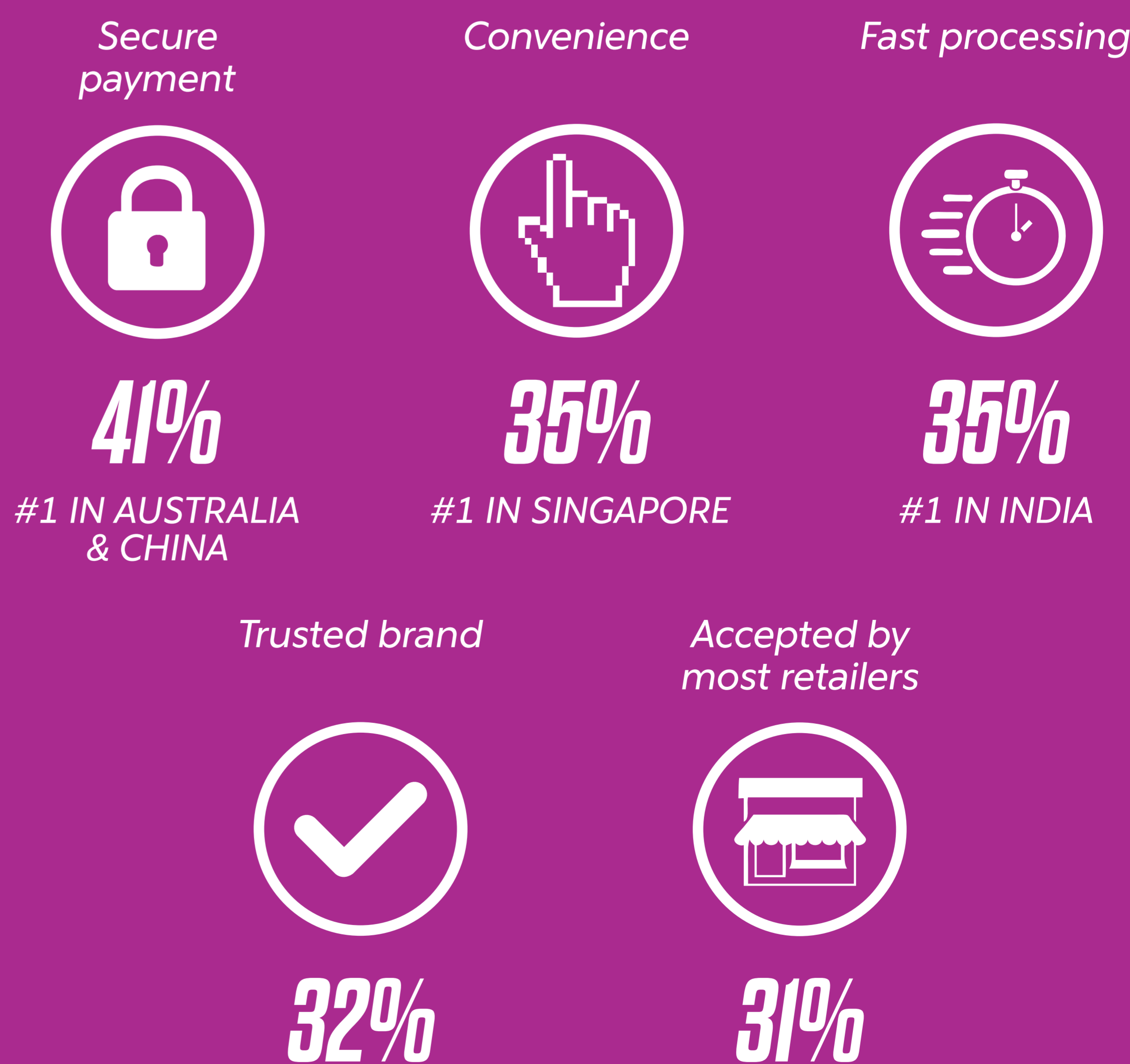
This is especially high in India and China!



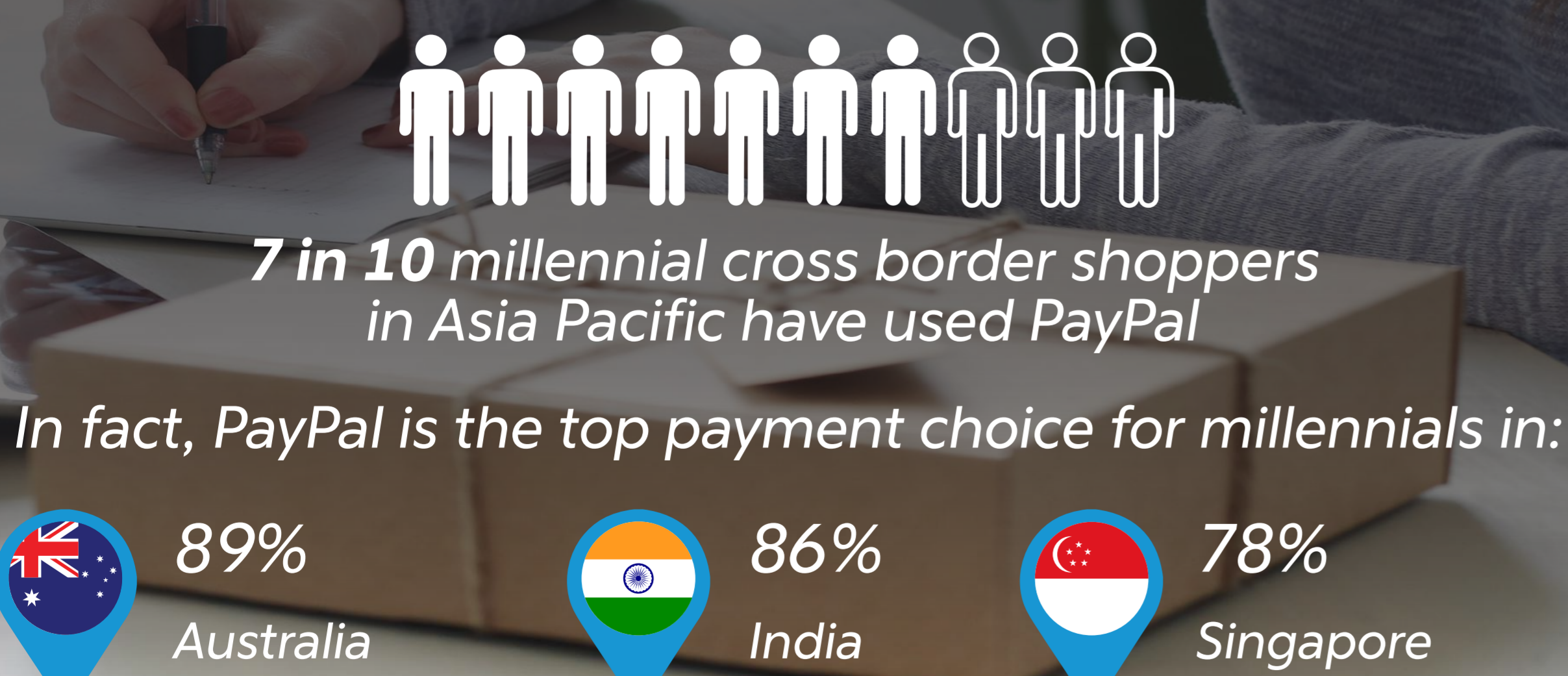
## WHEN IT COMES TO CROSS BORDER SHOPPING, THE TOP DRIVERS FOR MILLENNIAL ONLINE SHOPPERS IN ASIA PACIFIC ARE



## FACTORS THAT MILLENNIAL ONLINE SHOPPERS AROUND THE WORLD CONSIDER WHEN CHOOSING THEIR CROSS BORDER PAYMENT OPTIONS



## WHEN IT COMES TO CROSS BORDER TRANSACTIONS



On behalf of PayPal, Ipsos interviewed a representative quota sample of c.800 (23,354 in total) adults (aged 18 or over) who own and/or use an internet enabled device in each of 29 countries. Interviews were conducted online between 17 Sep and 28 Oct 2015. Data was weighted to known incidence of online shoppers in all countries, and to demographic profile of internet users in SK, SG, EG & UAE.

PayPal is the leading online payments company that enables consumers and merchants from around the world to make cross border payments easily, more securely and quickly.

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