



# INDONESIA

## MARKET SHARE



- Telkomsel - 45%
- Indosat - 22%
- Hutchinson 3 - 14%
- XL 14%

- Population: 259million
- SIM penetration: 131%
- Smartphone penetration: 43%
- Local Tax: 10%
- Currency: Indonesian Rupiah
- Languages: Indonesian
- Regulator: BRTI
- Credit card penetration: 1%

## TRANSACTION TYPES

- In app purchase
- Premium
- Subscriptions

## PRICE POINTS

- Flexibe

## PRE PAY VS POST PAY

- 98% vs 2%