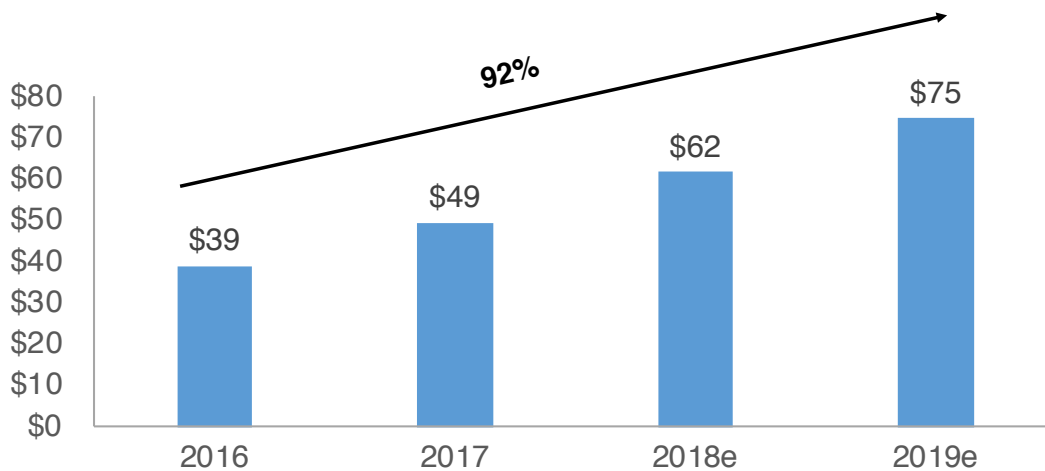


## China Digital Advertising - 3 Big Winners

- Digital advertising in China totaled \$38.9 billion in 2016 and is estimated to grow over 90% to \$74.8 billion by 2019.
- The top 3 companies, which include Baidu, Alibaba and Tencent, represented an estimated 60% of the market in 2017.
- As the digital trend continues, these 3 companies may end up as big winners.

China - Digital Advertising Spend (\$ Billion)



	Est. Digital Ad Revenue 2017 (\$ Billion)	% of Total
Baidu	\$13	27%
Alibaba	\$11	22%
Tencent	\$6	12%
<b>Total (BAT)</b>	<b>\$30</b>	<b>61%</b>
Other	\$19	39%
<b>Total</b>	<b>\$49</b>	<b>100%</b>

Source: Bloomberg, data as of 2/28/2019. Estimated digital advertising revenue for Baidu, Alibaba and Tencent from Bloomberg. Digital advertising in China from: Digital advertising spending in China from 2016 to 2022 (in billion U.S. dollars). (2018, May). Retrieved from: [Statista](http://Statista). The above data is for informational purposes only, includes the estimated growth of a certain companies and does not represent the O'Shares ETFs. It is impossible to predict future growth and actual results may vary.



Schedule a call with a  
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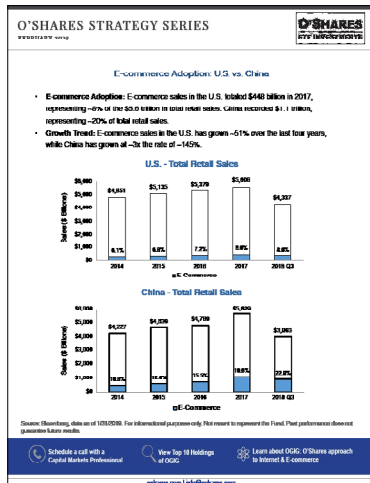


View Top 10 Holdings  
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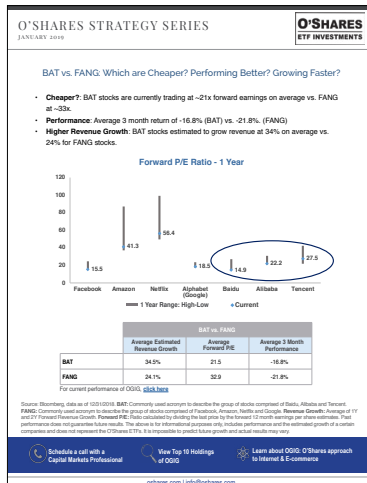


Learn about OGIG: O'Shares approach  
to Internet & E-commerce

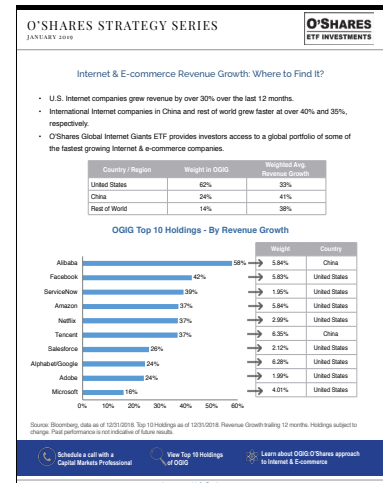
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