

Mega Trends in Internet Technology & E-commerce

Mega-trend	Companies Poised to Benefit
Over 3.8 billion People on Social Media: Nearly 50% of the world's population	3 companies own 8 of the top 10 social networks <ul style="list-style-type: none"> • Facebook • Google • Tencent
Worldwide spending on Mobile apps over \$100 Billion	5 of the companies with the top 10 apps are in OGIG <ul style="list-style-type: none"> • Netflix • Google • Tencent • Alibaba • Baidu
Worldwide Digital Advertising: Over \$300 Billion, estimated +80% by 2023	5 companies capture approximately 70% of the digital ad revenue <ul style="list-style-type: none"> • Google • Facebook • Alibaba • Amazon • Alibaba
Online Food Delivery: Over \$100 Billion, estimated +53% by 2024	3 of the top 5 companies are in OGIG <ul style="list-style-type: none"> • Meituan Dianping • Alibaba (Ele.me) • Just Eat

Source: Bloomberg Finance L.P., data as of 6/30/2020.

Social Media Users and companies from: [We Are Social](#). Data as of 01/30/2020. Worldwide consumer spending on mobile apps from: [Statista](#). Data as of 06/30/2020. Companies with top 10 apps from: [App Annie](#). Worldwide digital advertising from: [eMarketer](#). Data as of 02/28/2019. Global online food delivery from: [Statista](#). Top online food delivery companies from: [Vision Gain](#). Data as of 12/31/2019.

For informational purposes only. The above includes discussion about the estimated growth of certain sectors. It is impossible to predict future growth and actual results may vary

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Companies involved with Internet technology and e-commerce are exposed to risks associated with rapid advances in technology, obsolescence of current products and services, the finite life of patents and the constant threat of global competition and substitutes.

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