

INDONESIA AND BITCOIN REPORT

2019

Produced by Coinvestasi

www.coinvestasi.com

JOKO WIDODO,
PRESIDENT OF THE REPUBLIC OF INDONESIA

Millennials must understand artificial intelligence, **bitcoin, cryptocurrency,** *virtual reality, internet of things, understand everything*

INTRODUCTION

Indonesia is the world's largest archipelagic and world's 4th most populous country home to 269 million people.

56% ARE ACTIVE INTERNET USERS

53% ARE ACTIVE MOBILE INTERNET USERS

56% ARE ACTIVE SOCIAL MEDIA USERS

81% OF SOCIAL MEDIA USERS ARE UNDER 40 YEARS OLD

Highest Digital Adoption

According to Mckinsey & Company's recent study, Indonesia has outrun the world in digital adoption amid an investment shift in start-ups to Asia over the past five years. Indonesia has the highest score of digital adoption growth in 2014-2017 with 99%, outrunning other countries including India, South Korea, UK, and US.

Largest and Fastest Growing Internet Economy

Google and Temasek have published a report on Southeast Asian internet economies in 2018 titled e-Conomy SEA 2018. The Indonesian internet economy is the largest and fastest growing in the region, reaching $27 billion in 2018 and is poised to grow to $100 billion 2025.



80% Unbanked

Indonesia is home to a largely cash-based and offline community, and huge swaths of the population—up to 80%—remain unbanked.

142 Million e-Wallet users

However, technology adoption on daily basis is being more and more seen amongst Indonesians especially when various Indonesian e-wallet companies such as Go-Pay and OVO, similar to WeChat Pay and Ali Pay, offer convenience to users.

In terms of usage in Indonesia, Go-Pay is leading with 142 million users.

E-wallet usage is building a culture of digital money, further paving the way for crytocurrency adoption in Indonesia.

120 Million Facebook Users

IIndonesia is home to Facebook's 4th largest user base with 120 million users. This led to Facebook often doing a/b of new products to Indonesian users. Facebook recently published their Libra cryptocurrency plan in 7 languages including Bahasa Indonesia.

$7 Million Crypto Transaction in a day

The Indonesia Digital Asset Exchange, or Indodax, Indonesia's largest cryptocurrency exchange has over 1.7 million registered members to date and processes more than Rp 100 billion, or $7 million worth of transactions every day.

KEMENTERIAN PERDAGANGAN
REPUBLIK INDONESIA
MINISTRY OF TRADE

BAPPEBTI

BITCOIN IS LEGAL IN INDONESIA

In September 2018, the Ministry of Trade of the Republic of Indonesia has legalized the trade of Bitcoin and crypto assets as commodity in Indonesia

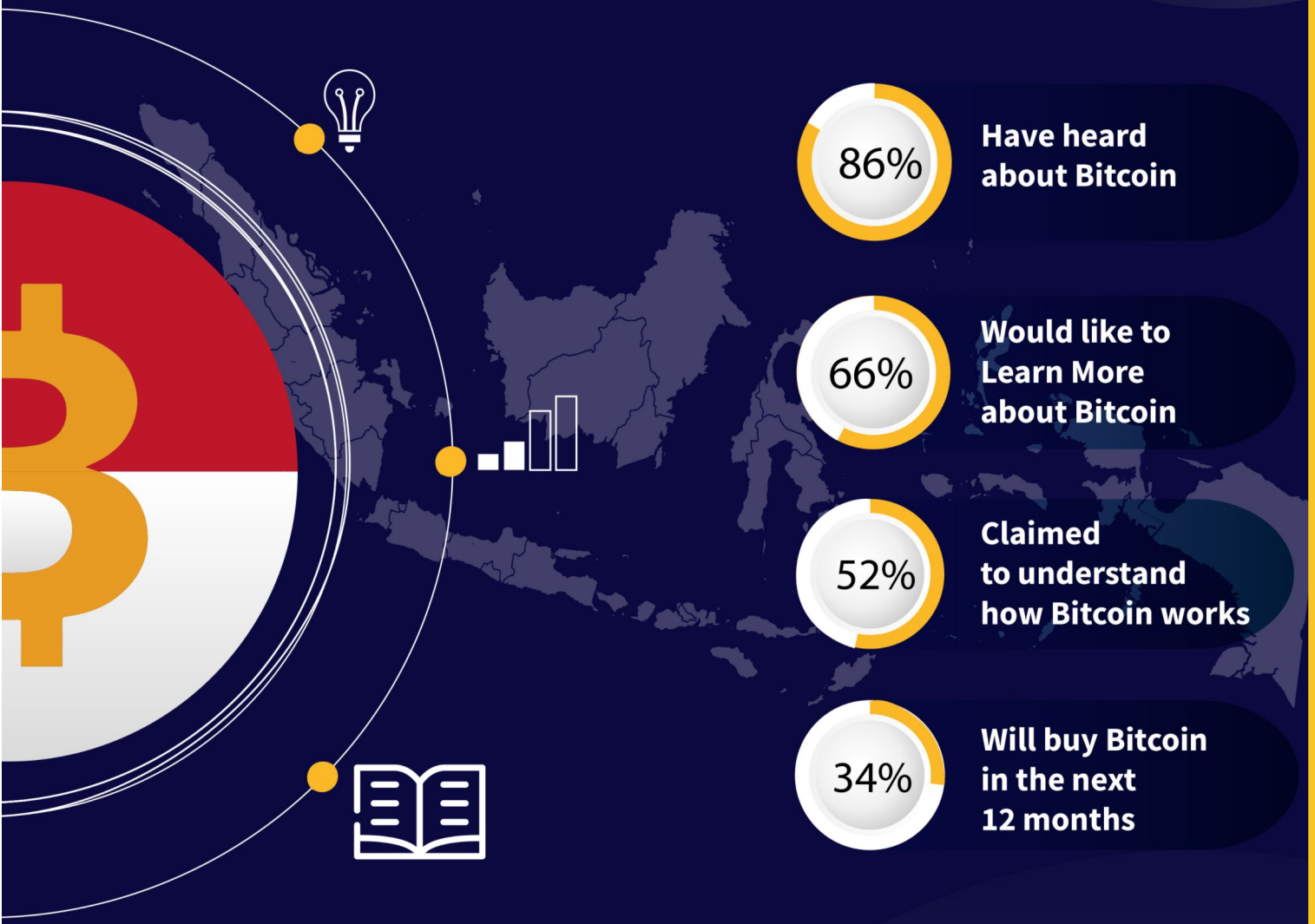
REGULATION ON CRYPTO EXCHANGES

BAPPEBTI in 2019 has issued regulation for cryptocurrency exchanges to operate legally in Indonesia

This is a good sign of Indonesian Government embracing the growth of crypto industry in Indonesia

KEY FINDINGS

At first glance, Indonesia seems to possess the unique conditions that make it well-poised for bitcoin adoption. But what percentage of Indonesians have really heard about Bitcoin? Have actually purchased Bitcoin? Are planning to buy Bitcoin in the upcoming months? And for those people, what motivates them to buy?



86% Have heard about Bitcoin

66% Would like to Learn More about Bitcoin

52% Claimed to understand how Bitcoin works

34% Will buy Bitcoin in the next 12 months

For Coinvestasi's latest report, Indonesia's leading cryptocurrency focused media, has conducted a nationwide survey.

The survey was conducted in June & July 2019 and included 1.000 Indonesian male and female mobile users, aged 16-45, with monthly spending range <$100 - >$750 from all class of SES in the general population.

HAVE INDONESIANS HEARD ABOUT BITCOIN?

When asked if they have heard about Bitcoin, Coinvestasi research shows that **86 percent** of Indonesians between the ages of 16 and 45 are familiar with the most famous cryptocurrency. More Indonesians might have became aware of Bitcoin after the President mentioned it in his speech earlier this year.

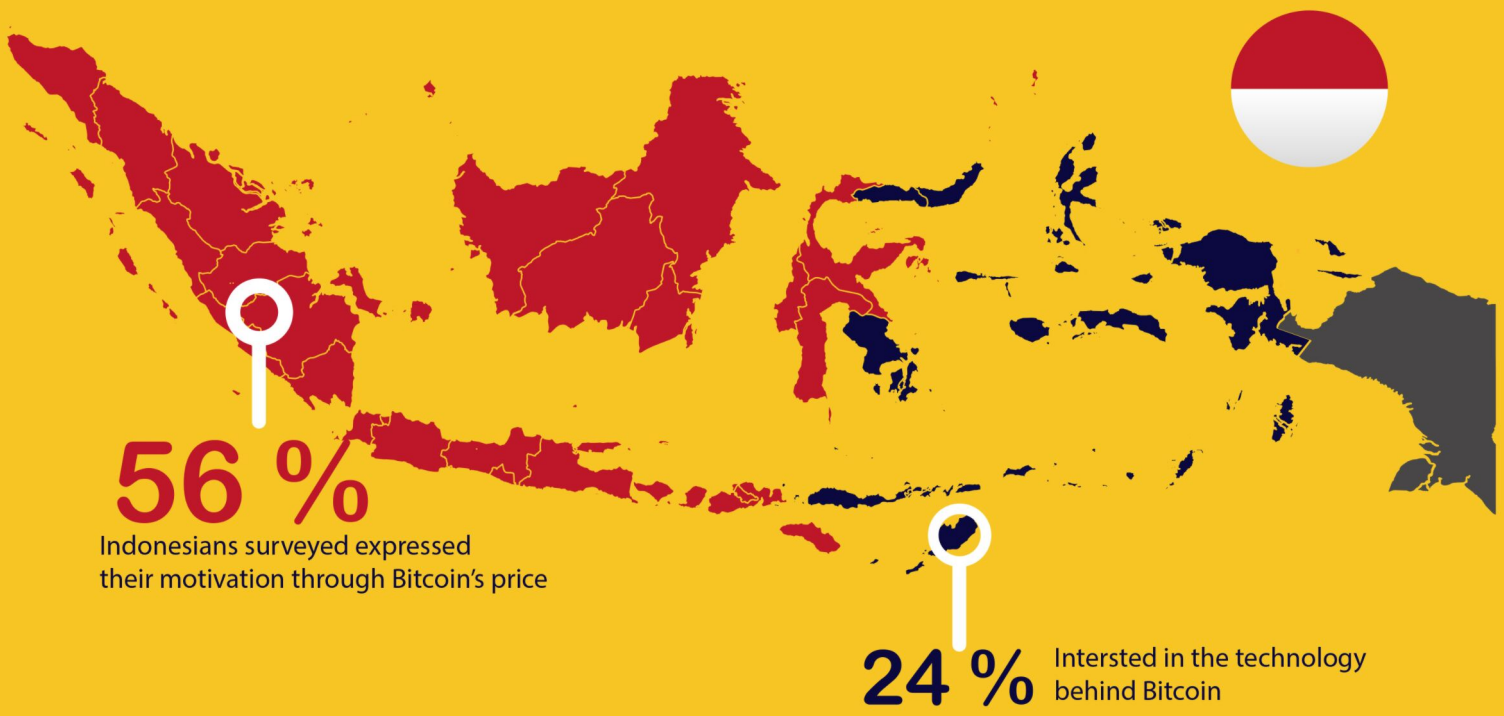
"First time I heard about Bitcoin was when I read the news about Pak Jokowi mentioned it in his speech in various events. Jokowi emphasized that if Indonesia did not keep up with technological developments, we would definitely be left behind."

Oscar Wenas, 34, Entrepreneur, Jakarta

WHAT'S DRIVING INDONESIAN INTEREST ?

Indonesians express a range of reasons for their interest, from a financial investment perspective to a deeply felt belief in the transformative potential of a secure and decentralized currency.

When asked what drove their interest towards Bitcoin, **56 percent** of Indonesians surveyed expressed their **motivation through Bitcoin price**, whereas 24 percent are interested in the technology behind Bitcoin.



"What made me interested in bitcoin is certainly its price. It amazes me how 1 Bitcoin can reach hundreds of million Rupiah"

Adam Rizky, 21, Student, Bogor

IS THERE SPACE TO GROW IN INDONESIA?

The survey found, **66 percent** of Indonesians **expressed interest in learning more about Bitcoin**, 64 percent of which are motivated by Bitcoin's price and the potential financial opportunity.

In addition, 14 percent of Indonesians — on the top of their head — had never heard about Bitcoin. However, after being handed a digestible explanation of Bitcoin's history and future potential, 10 percent of them wanted to learn more about Bitcoin & cryptocurrencies.

HOW MANY WILL ACTUALLY BUY BITCOIN?

How interested are Indonesians in buying Bitcoin? According to Coinvestasi research, **over 34 percent of Indonesians** will take the leap and **buy Bitcoin within the upcoming 12 months**. With a potential market of over 260,000,000 habitants across 14,000 different islands; A fast, cheap and secure payment system seems to be a natural alternative to cash

In addition, 79 percent of Indonesians who are not looking to buy Bitcoin in the upcoming 12 months, are still interested in learning more about the cryptocurrency.



ABOUT COINVESTASI

Coinvestasi is Indoensia's leading crypto media and growth agency. We provide insights, strategies and proven solutions for immediate growth and awareness in Indonesia purely for crypto and blockchain companies.

Coinvestasi is part of Indonesia Crypto Network (ICN) group of companies. Which command an owned audience of over 500k people across web, social and community events.

TRUSTED BY

UPbit CARDANO BINANCE OKEX BCA ASOSIASI BLOCKCHAIN INDONESIA

and many more

WHAT CLIENTS SAY

ICN provide strong support for Binance to connect with the local Indonesian community. They will stay our go-to option for upcoming customer acquisition efforts in Indonesia.

DAN CLARKE
HEAD OF BINANCE ACADAMY

After long and successful running of some projects broadcasting, this efficient company and teams have never disappointed us

ROBIN CAO
OKEX GLOBAL MARKET MANAGER

Need to Grow in Indonesia?

SCHEDULE A CALL

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METHODOLOGY

The research data derived from Coinvestasi outreach activity, which is reported in anonymized and aggregate form only, and from research conducted on behalf of Coinvestasi. The study was conducted in June & July 2019 and included 1,000 Indonesian mobile users with the age of 16-45 in the general population with monthly spending range <$100 - >$750, from all class of SES.