

2020

INDONESIA AND BITCOIN REPORT

Produced by Coinvestasi

www.coinvestasi.com

BITCOIN MATURES AMID COVID-19

Macro	**Covid-19 initiated macro policy and currency printing led to future inflation**
Institutional Investors	**Companies, like Square and Microstategy, use Bitcoin as their reserve asset**
On-Ramps	**Fintech companies like Square and Paypal provide Bitcoin on-ramps. Getting millions of new users exposure to Bitcoin**

2020 INDONESIA HIGHLIGHTS

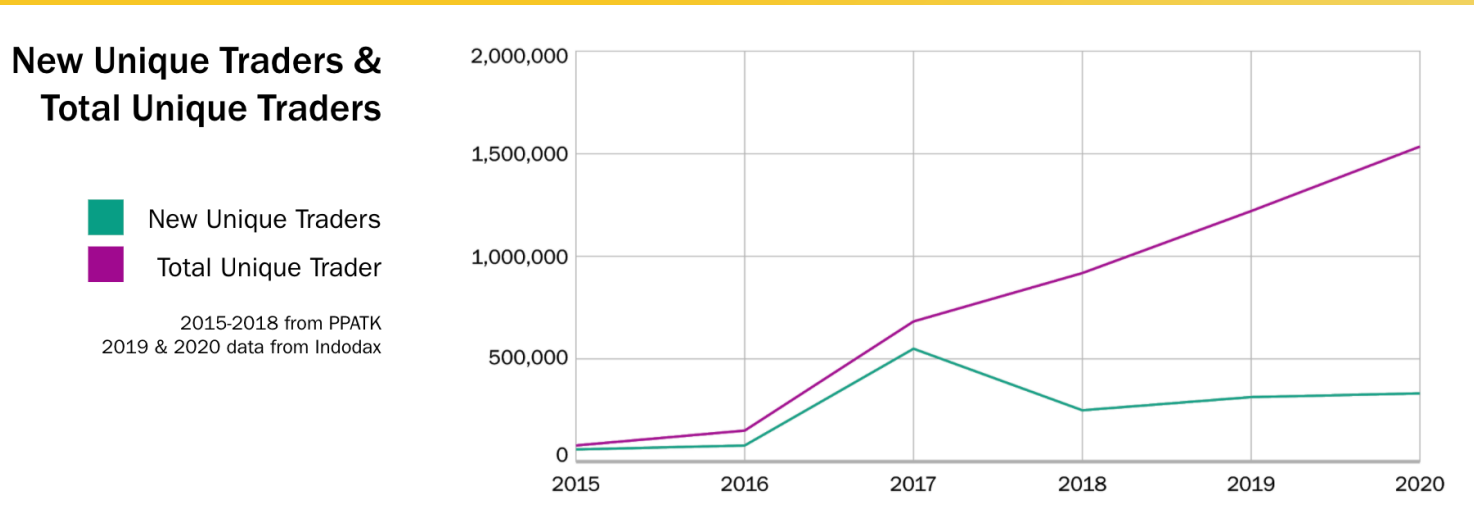
13 REGISTERED EXCHANGE

152 TOKEN PROJECTS LISTED

1.5M+ UNIQUE TRADERS

Rp22.6 TRILLION+

TOTAL CRYPTO TRANSACTION



Data from Indodax

2020

INDONESIA HIGHLIGHTS

US$ 720.5 MIO+

TOTAL BITCOIN TRANSACTION

TOP 5 BIGGEST TRANSACTIONS

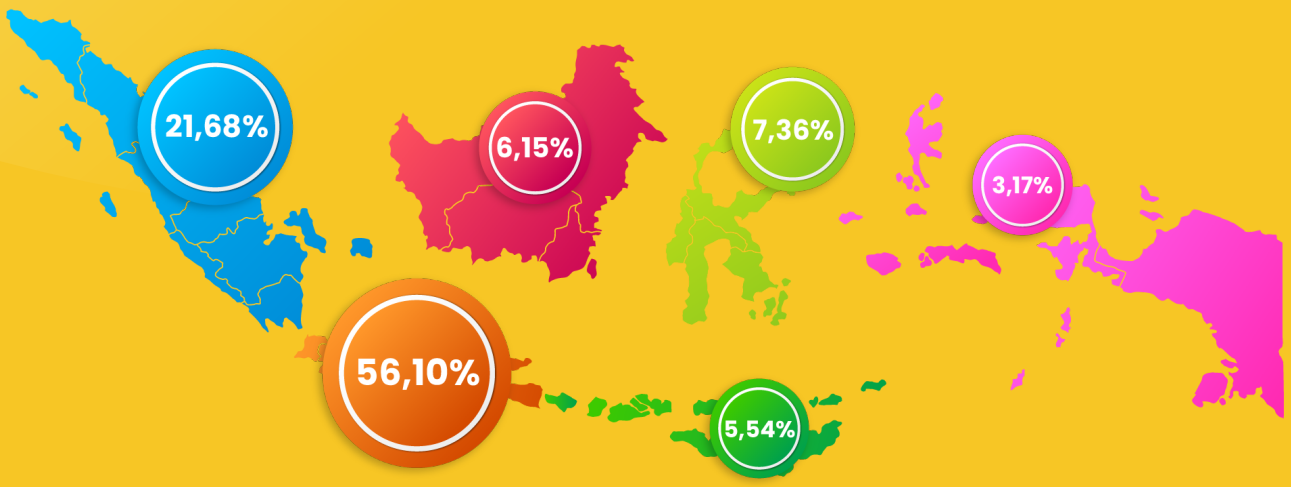
$720.5 M	Rp10,087*	BITCOIN
$135.28 M	Rp1,894*	TETHER
$127.2 M	Rp1,781*	ETHEREUM
$66.4 M	Rp930*	DOGECOIN
$46.6 M	Rp653*	AURORA

Data from Indodax until Q3 2020
*in billion Rupiahs
$1 = Rp14,000

INTRODUCTION

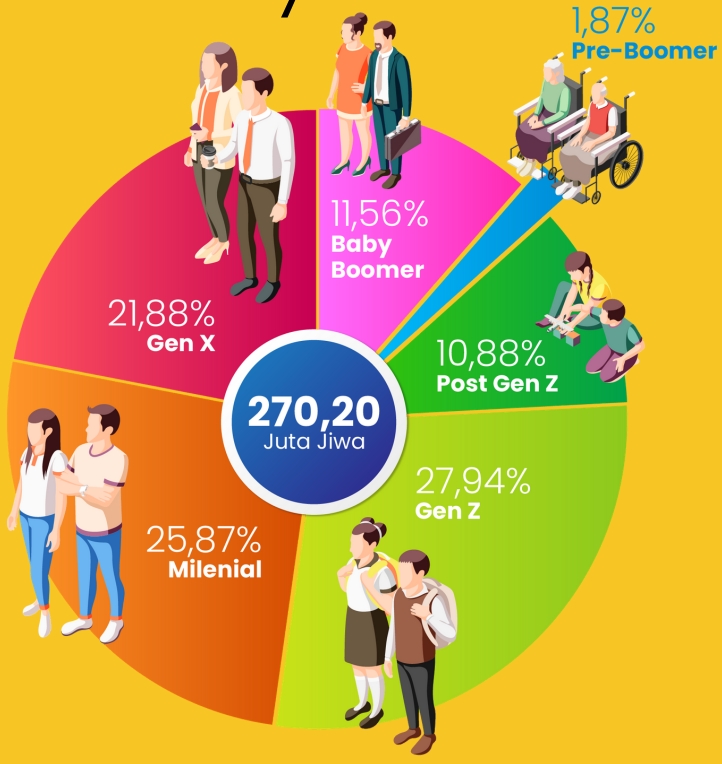
Indonesia is the world's largest archipelagic and world's 4th most populous country home to 270,20 million people.

Indonesia has thousands of Islands with 5 main islands Sumatra, Kalimantan, Sulawesi, Papua, and Java being the most populous island home to 56,1% of Indonesians.



This makes Indonesia a geographically decentralized country.

Over 50% of Indonesians are Milennials and Gen Z



INTRODUCTION

64% ARE ACTIVE INTERNET USERS

98% ARE ACTIVE MOBILE INTERNET USERS

59% ARE ACTIVE SOCIAL MEDIA USERS

81% OF SOCIAL MEDIA USERS ARE UNDER 40 YEARS OLD

HIGHEST DIGITAL ADOPTION

According to Hootsuite & We are Social's recent study, 355.5 million Indonesians are mobile users and 150 million of them are internet users.

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 $40 billion in 2019 and is poised to grow to $130 billion in 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.

207% Surge in electronic money transaction

However, technology adoption on a daily basis is being more and more seen amongst Indonesians, especially during the global pandemic situation whereas the digital wallet is highly recommended by the government, various Indonesian e-wallet companies such as Go-Pay and OVO, similar to WeChat Pay and AliPay, offer convenience to users.

The value of electronic money transactions surged sharply by 207% to Rp 145.2 trillion. Nearly 9 out of 10 internet users in Indonesia use digital wallet.
E-wallet usage is building a culture of digital money, further paving the way for cryptocurrency adoption in Indonesia.

120 Million
Facebook Users



Indonesia is 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 announced to launch their Libra cryptocurrency plan in January 2021 in 7 languages including Bahasa Indonesia.

The Indonesia Digital Asset Exchange, or Indodax, Indonesia's largest cryptocurrency exchange, has over 2 million registered users to date with a total of Rp22.671 Trillion Crypto Transactions in 2020.

Rp 22.671 Trillion
Crypto Transaction in a year

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.

There are currently **13 crypto exchanges already registered in Indonesia**

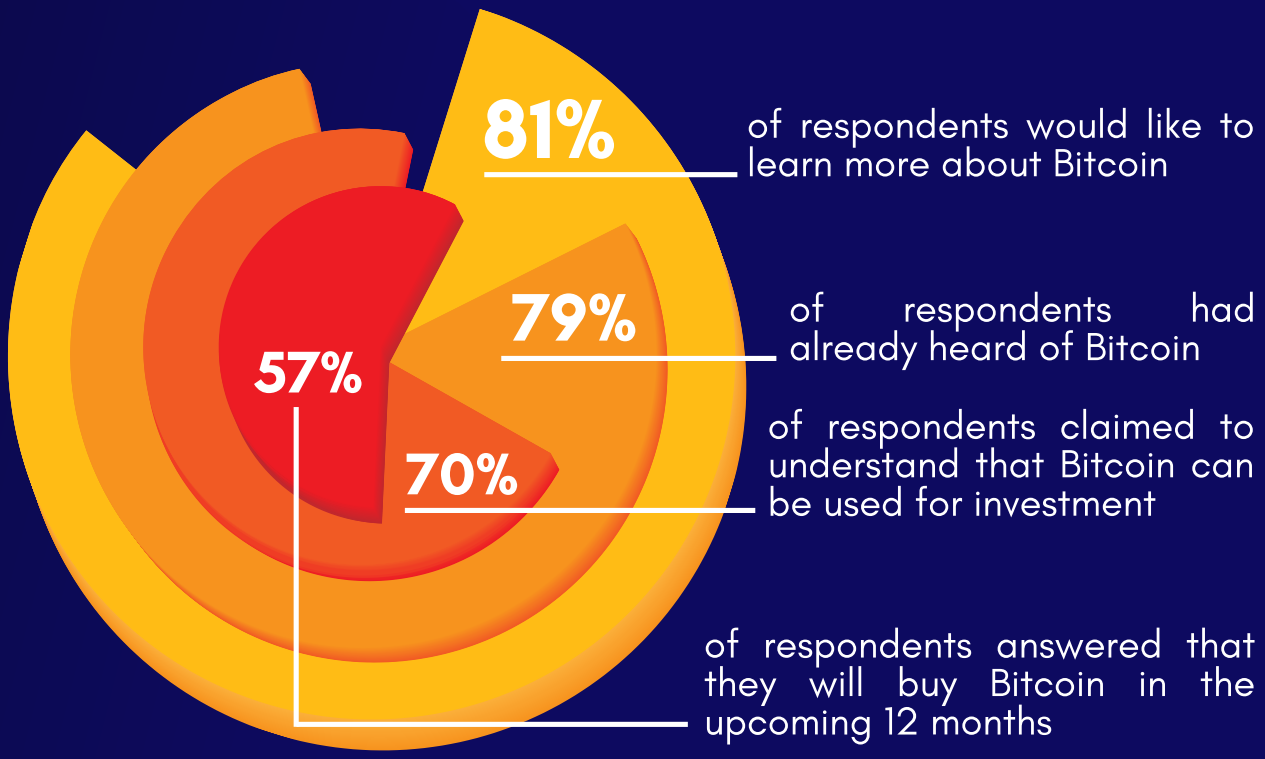
REGULATION ON THE LISTING OF CRYPTO ASSETS

BAPPEBTI in 2021 has issued a new regulation on crypto asset trading.

It consists a set of criteria on crypto assets listing eligibility which aim to reduce the exposure of Indonesian crypto traders and investors towards risks.

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

KEY FINDINGS



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

The survey was conducted in November 2020 and included 1,000 Indonesian male and female mobile users, aged 16-45, with monthly spending range <$100 - >$750 from all classes of SES in the general population.

HAVE INDONESIANS HEARD ABOUT BITCOIN?

When asked if they have heard about Bitcoin, Coinvestasi research shows that **79.21 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 early 2019.

"I first heard about Bitcoin some time in 2019. It was when I read the news about Pak Jokowi encouraging people to learn about Bitcoin in various events."

Rifky Pambudi, 31, 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.



47.52%

Indonesians surveyed expressed their motivation through Bitcoin's price

31.68%

Indonesians surveyed are interested in the technology behind Bitcoin

"I'm really interested in Bitcoin after seeing its performance amidst a global pandemic. While other assets struggle, Bitcoin managed to reach a new All-Time High."

Renata, 24, Graphic Designer



IS THERE SPACE TO GROW IN INDONESIA?

During the current bull-run market the survey found, **81.19 percent** of Indonesians expressed interest in learning more about Bitcoin. This number is higher than in 2019 which was 66%.

More Indonesian might have become interested in Bitcoin after seeing its performance in the current bull-run market.

for more insights contact us at hi@coinvestasi.com

HOW MANY WILL ACTUALLY BUY BITCOIN?

How interested are Indonesians in buying Bitcoin? According to Coinvestasi research, **over 57 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



ABOUT COINVESTASI

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.

ICN is Indonesia's leading company **specialising in user acquisition for the cryptocurrency** industry. We capture hundreds of leads a day through our owned media and acquisition network. We apply holistic and localised strategies for the Indonesia market to delivery true impact.



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 ACADEMY

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 November 2020 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.