

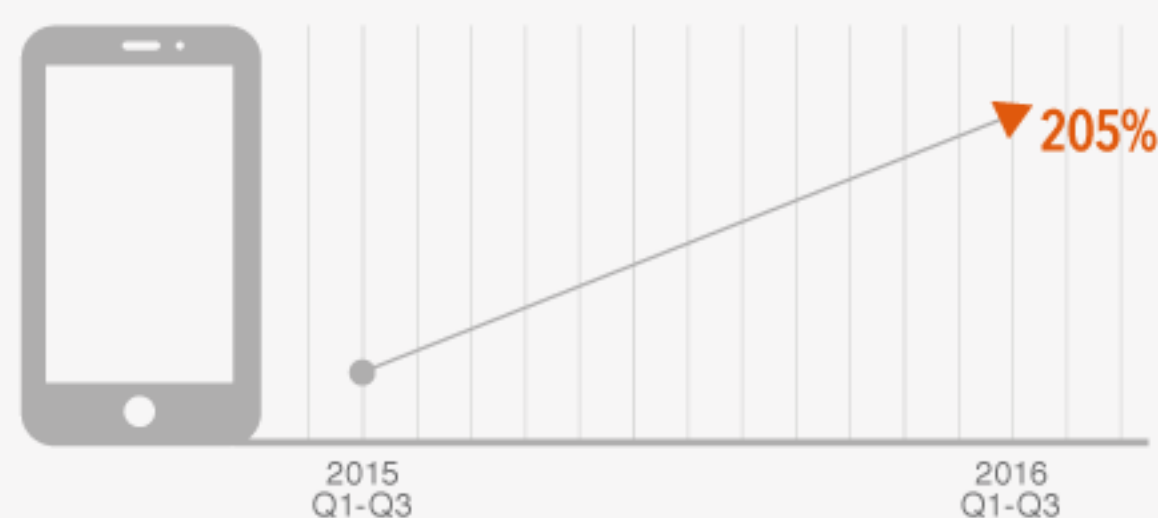
HONG KONG MOBILE ADVERTISING INSIGHT REPORT

AUTOMOBILE

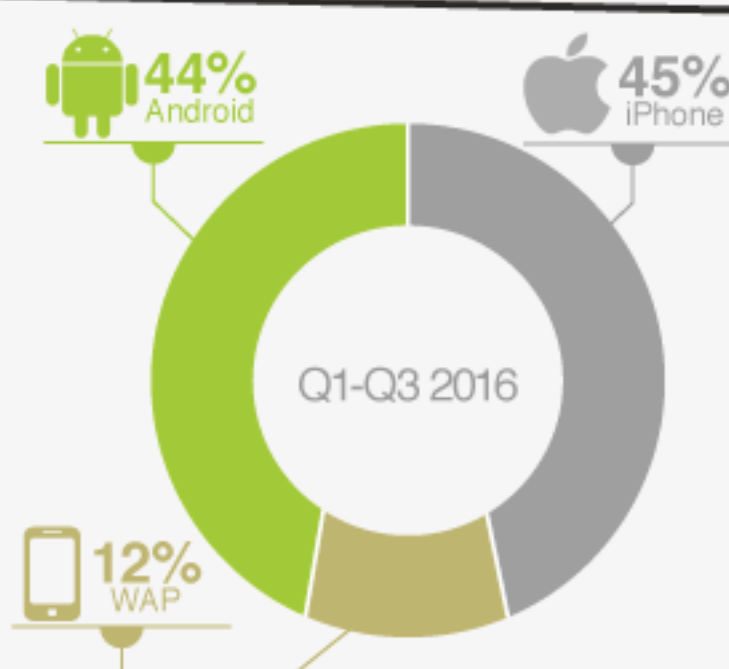
In recent years, consumers' car-buying behaviour have moved from traditional dealerships to online purchase with smartphones, deemed as a new trend in the industry.

The report indicates a growing use of **mobile video advertising** by automobile advertisers as a key marketing vehicle via Hotmob Mobile Marketplace between 2016 Q1-Q3.

IN OVERALL, 2016 Q1-Q3 RECORD **2X GROWTH** IN AD SPEND COMPARING TO 2015 Q1 -Q3.



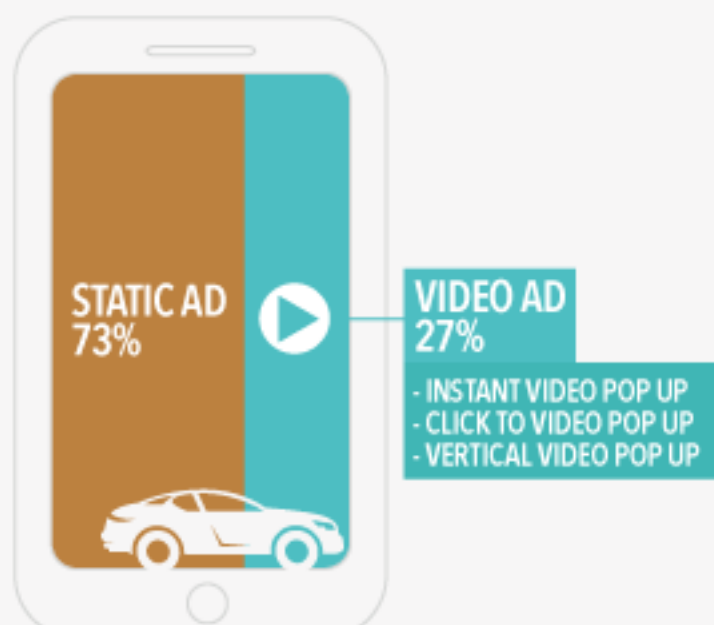
BOTH IPHONE AND ANDROID PLATFORMS SHARE **AN EQUAL** IMPORTANCE IN AUTOMOBILE ADVERTISING



BANNER NETWORK SEEMS TO BE A MORE **FAVOURABLE MEDIA BUYING OPTION** TO AUTOMOBILE ADVERTISERS, AS IT **OFFERS GREATER EXPOSURE** IN VARIOUS IN-APP AND MOBILE WEB PLATFORMS

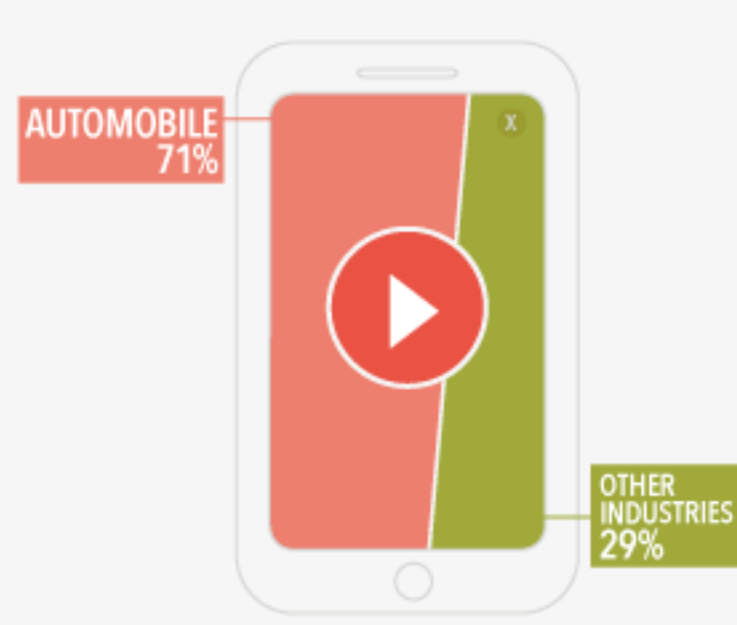


3 OUT OF 4 AUTOMOBILE CAMPAIGNS ARE STATIC AD, WHILE **VIDEO AD** STARTING TO CAPTURE GREATER ATTENTION AS IT GENERATES HIGHER VIEW RATE IN GENERAL

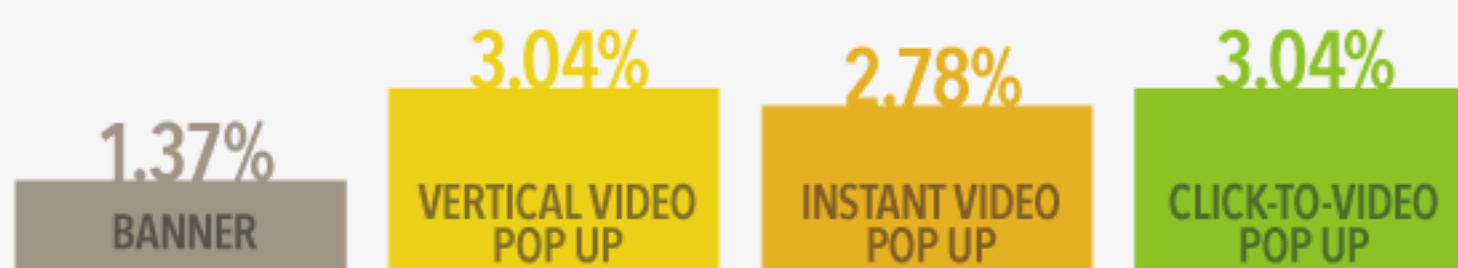


(Number of campaign by ad type)

A GROWING DEMAND FROM **AUTOMOBILE ADVERTISERS** TO ADOPT **VIDEO POP UP ADS** AS THE KEY ADVERTISING TOOL COMPARING TO OTHER INDUSTRIES



OVERALL, AUTOMOBILE CAMPAIGNS IN **VIDEO FORMATS** ACHIEVE MORE THAN **2X CLICK-THROUGH RATES** THAN THOSE OF BANNER



(Average CTR by ad format from 2016 Q1-3)

The report reveals that automobile advertisers would be sensitive to mobile advertising, especially observing from the impressive performance of **Video Pop Up ads**.

Achieving an average **3.04% CTR**, advertisers are likely to be convinced to adopt video formats as their key marketing vehicle.