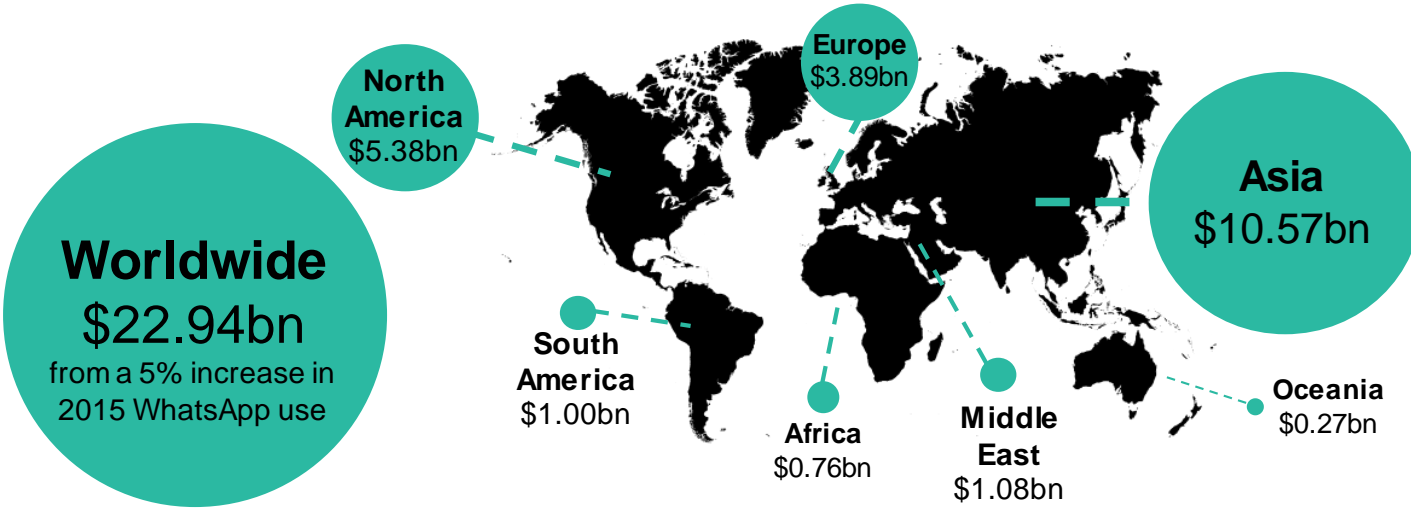


WhatsApp's Global Economic Impact

Analysis Group evaluated the economic activity associated with WhatsApp through focus groups, surveys, and regression analysis, and identified a series of mechanisms by which WhatsApp may facilitate economic activity. For additional details, see "The Global and Country-Level Economic Impacts of WhatsApp" at www.analysisgroup.com.



Economic activity is stimulated by:

Businesses & Customers Utilize WhatsApp



Lower Production Costs

25% use WhatsApp to interact with coworkers/employees

- 81% believed this was important/somewhat important
- 63% reported this saved time or increased productivity



Improve Customer Service

18% used WhatsApp to communicate with businesses

Top 3 Uses for WhatsApp in this context:

- 43% made/confirmed an appointment or reservation
- 41% placed an order or made a purchase
- 36% learned about products or services



Lower Marketing Costs

72% reported using WhatsApp to forward messages received from businesses at least once in the last seven days



More Efficient Investor Communication

10% used WhatsApp to communicate with business partners, financial contributors, and investors



Better Public / Social Services

24% used WhatsApp to communicate with community organizations (e.g., schools, government offices, community centers) or health care providers^[4]



Economic Growth



Notes & Sources:

[1] Reported mechanism statistics are the average across the four surveyed countries: India, Germany, Brazil, and Spain.

[2] Overall incidence figures are based on nationally representative consumer panels. Usage statistics are based on five distinct surveys which AG conducted on communication via WhatsApp, including B2B and C2B surveys.

[3] Graphics by The Noun Project, www.thenounproject.com.

WhatsApp's Economic Impact in India

Analysis Group evaluated the economic activity associated with WhatsApp through focus groups, surveys, and regression analysis, and identified a series of mechanisms by which WhatsApp may facilitate economic activity. For additional details, see "The Global and Country-Level Economic Impacts of WhatsApp" at www.analysisgroup.com.



A 5% Increase in 2015 WhatsApp use:

Country GDP Impact **\$1.97 billion USD**

Asian GDP Impact **\$10.57 billion USD**

Economic activity is stimulated by:

Lower Production Costs

32% use WhatsApp to interact with coworkers/ employees

- 89% believed this was important / somewhat important
- 80% reported this saved time or increased productivity



Improve Customer Service

27% used WhatsApp to communicate with businesses

Top 3 Uses for WhatsApp in this context:

- 51% placed an order or made a purchase
- 50% made / confirmed an appointment or reservation
- 45% learned about products or services



Lower Marketing Costs

89% reported using WhatsApp to forward messages received from businesses at least once in the last seven days



More Efficient Investor Communication

18% used WhatsApp to communicate with business partners, financial contributors, and investors



Better Public / Social Services

41% used WhatsApp to communicate with community organizations (e.g., schools, government offices, community centers) or health care providers



Economic Growth



Businesses & Customers Utilize WhatsApp



A teacher in India...

"In my case, I have most of my communication through WhatsApp; if a student is absent for two or three days, then I talk to the parent through WhatsApp and ask the reason why the kid isn't coming to school and if it is okay. Sometimes, there is some homework and I send that too, through WhatsApp."

Notes & Sources:

[1] Overall incidence figures are based on nationally representative consumer panels.

[2] Usage statistics are based on five distinct surveys which AG conducted on communication via WhatsApp, including B2B and C2B surveys.

[3] Graphics by The Noun Project, www.thenounproject.com.

WhatsApp's Economic Impact in Germany

Analysis Group evaluated the economic activity associated with WhatsApp through focus groups, surveys, and regression analysis, and identified a series of mechanisms by which WhatsApp may facilitate economic activity. For additional details, see "The Global and Country-Level Economic Impacts of WhatsApp" at www.analysisgroup.com.



A 5% Increase in 2015 WhatsApp use:

Country GDP Impact **\$0.95 billion USD**

European GDP Impact **\$3.89 billion USD**

Economic activity is stimulated by:

Lower Production Costs

13% use WhatsApp to interact with coworkers / employees

- 70% believed this was important / somewhat important
- 47% reported this saved time or increased productivity



Improve Customer Service

7% used WhatsApp to communicate with businesses

Top 3 Uses for WhatsApp in this context:

- 39% made / confirmed an appointment or reservation
- 25% placed an order or made a purchase
- 21% learned about products or services



Lower Marketing Costs

67% reported using WhatsApp to forward messages received from businesses at least once in the last seven days



More Efficient Investor Communication

4% of users used WhatsApp to communicate with business partners, financial contributors, and investors



Better Public / Social Services

12% used WhatsApp to communicate with community organizations (e.g., schools, government offices, community centers) or health care providers



Economic Growth



Businesses & Customers Utilize WhatsApp



A consumer in Germany ...

"So I recently used WhatsApp as our thermal bath was broken. Since I called the plumber who wanted to know exact facts of the spa [...] I have photographed the thing, sent it there to him and he said he will come and bring the spare parts right away. That worked."

Notes & Sources:

[1] Overall incidence figures are based on nationally representative consumer panels.

[2] Usage statistics are based on five distinct surveys which AG conducted on communication via WhatsApp, including B2B and C2B surveys.

[3] Graphics by The Noun Project, www.thenounproject.com.

WhatsApp's Economic Impact in Brazil

Analysis Group evaluated the economic activity associated with WhatsApp through focus groups, surveys, and regression analysis, and identified a series of mechanisms by which WhatsApp may facilitate economic activity. For additional details, see "The Global and Country-Level Economic Impacts of WhatsApp" at www.analysisgroup.com.



A 5% Increase in 2015 WhatsApp use:

Country GDP Impact **\$0.79 billion USD**

South American GDP Impact **\$1.00 billion USD**

Economic activity is stimulated by:

Lower Production Costs

35% use WhatsApp to interact with coworkers / employees

- 85% believed this was important / somewhat important
- 77% reported this saved time or increased productivity



Improve Customer Service

29% used WhatsApp to communicate with businesses

Top 3 Uses for WhatsApp in this context:

- 45% placed an order or made a purchase
- 43% learned about products or services
- 39% made / confirmed an appointment or reservation



Lower Marketing Costs

65% reported using WhatsApp to forward messages received from businesses at least once in the last seven days



More Efficient Investor Communication

16% used WhatsApp to communicate with business partners, financial contributors, and investors



Better Public / Social Services

28% used WhatsApp to communicate with community organizations (e.g., schools, government offices, community centers) or health care providers



Economic Growth



Businesses & Customers Utilize WhatsApp



A salesman in Brazil...

"Well, if you leave for a meeting, you can look at your WhatsApp and see if there is someone else there you need to talk to. You can have that conversation in route to your meeting. And then, when you arrive at your meeting, you have everything more or less lined up already."

Notes & Sources:

[1] Overall incidence figures are based on nationally representative consumer panels.

[2] Usage statistics are based on five distinct surveys which AG conducted on communication via WhatsApp, including B2B and C2B surveys.

[3] Graphics by The Noun Project, www.thenounproject.com.

WhatsApp's Economic Impact in Spain

Analysis Group evaluated the economic activity associated with WhatsApp through focus groups, surveys, and regression analysis, and identified a series of mechanisms by which WhatsApp may facilitate economic activity. For additional details, see "The Global and Country-Level Economic Impacts of WhatsApp" at www.analysisgroup.com.



A 5% Increase in 2015 WhatsApp use:

Country GDP Impact **\$0.40 billion USD**

European GDP Impact **\$3.89 billion USD**

Economic activity is stimulated by:

Lower Production Costs

20% use WhatsApp to interact with coworkers/ employees

- 79% believed this was important / somewhat important
- 49% reported this saved time or increased productivity



Improve Customer Service

9% used WhatsApp to communicate with businesses

Top 3 Uses for WhatsApp in this context:

- 43% placed an order or made a purchase
- 42% made / confirmed an appointment or reservation
- 33% learned about products or services



Lower Marketing Costs

66% reported using WhatsApp to forward messages received from businesses at least once in the last seven days



More Efficient Investor Communication

3% of users used WhatsApp to communicate with business partners, financial contributors, and investors



Better Public / Social Services

16% used WhatsApp to communicate with community organizations (e.g., schools, government offices, community centers) or health care providers



Economic Growth



Businesses & Customers Utilize WhatsApp



An employee in Spain...

"Being able to attach pictures on WhatsApp has saved me a lot of time. Before, if I had to send a report, if it was immediate, via fax or urgent postal service. Whereas this way they take a picture and I have it in order to send a budget."

Notes & Sources:

[1] Overall incidence figures are based on nationally representative consumer panels.

[2] Usage statistics are based on five distinct surveys which AG conducted on communication via WhatsApp, including B2B and C2B surveys.

[3] Graphics by The Noun Project, www.thenounproject.com.