

OPPO



01

Uniqueness of OPPO

02

OPPO Monetization Solution



Uniqueness of OPPO

Uniqueness
01

4 Key Phases in OPPO's 20-year History

Media Players 2004 – 2008



First mp3 player, a design triumph

2005

2004
Founded

2005
Brand Slogan
The Art of Technology

Feature Phones 2008 – 2011



A103
First mobile phone, the "Smiley Face"

2008

2009
First international expansion into Thailand

Mobile Internet 2011 – 2018



Find
First smartphone, premium and international

2011



Color OS
Software + hardware

2013



VOOC
Flash Charge

2014



Find X
No cutouts on the front and back

2018

2016
4th biggest phone vendor in the world

Internet of Experience 2019 – present



Enco Q1
first wireless noise canceling headphones

2019



Watch
First smart watch

2020

2020
Mission Technology for Mankind, Kindness for the World



Find N
Flagship folding phone

2021



Pad
First Android tablet

2022



Find N2 Flip
See More in a Snap

2022

2022
Brand Slogan Inspiration Ahead



Find X6 Pro
Tri-lens setup

2023

Find N3 Flip
Ultra thin. Ultra light. Ultra powerful.

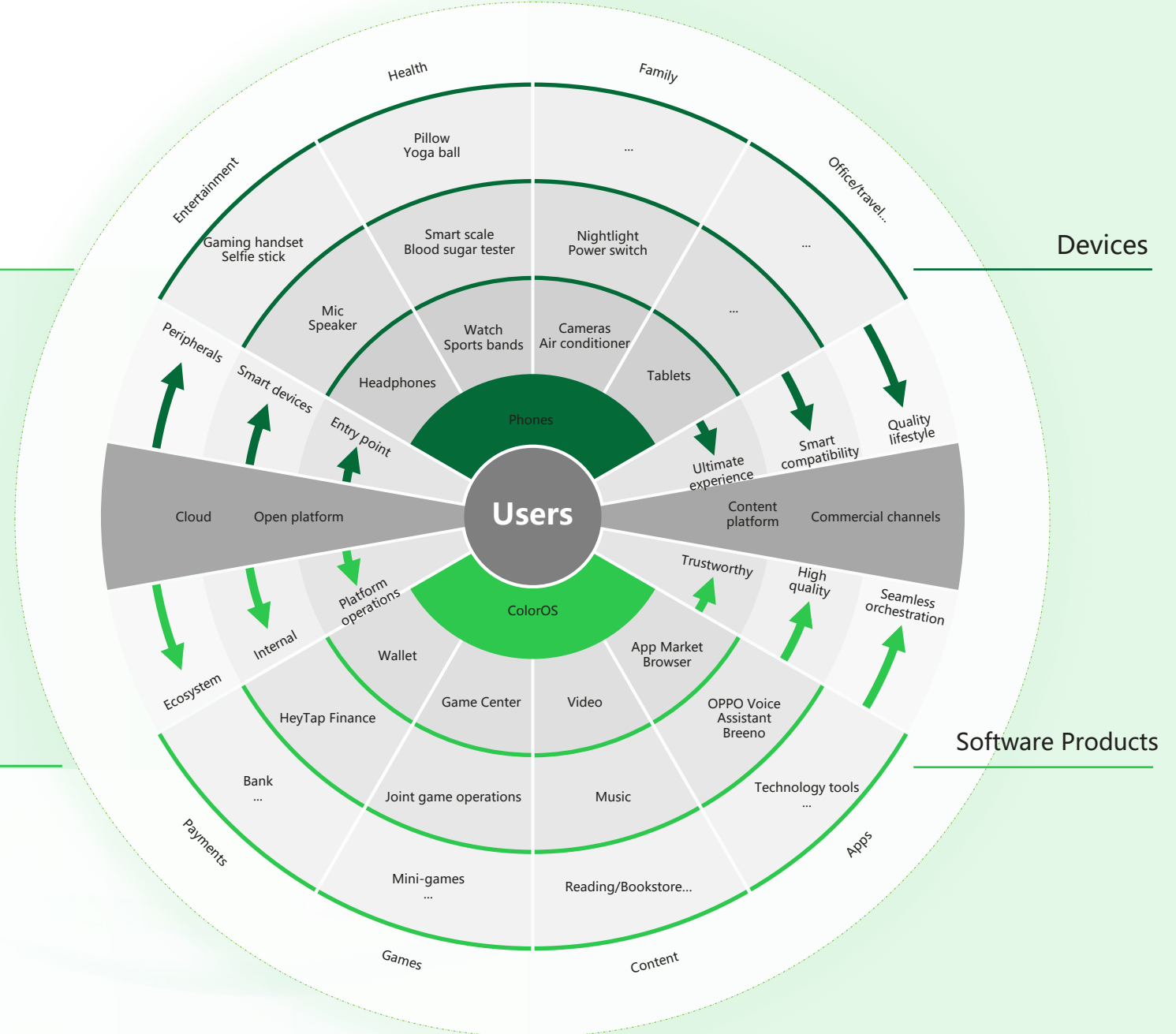


Find N3 Flip
Snap for style, Tap for more

2023

OPPO Product Overview

For Internet of Experience,
OPPO provides products and services
for digital lifestyles that are smart,
convenient, and high quality.



● Devices Strategy

The OPPO range of smart devices follows **1+3+N**.

Devices offer user-adaptive intelligence, seamless connectivity, reliability and security, and innovative design, for the ultimate user experience.

1

Smartphones



Bright colors, great looks, great support for your lifestyle and your work

3

Wearables, Headphones, Tablets



Wearables:

The key portal for health applications, with smart assistants, luxury design, and long battery life

Headphones:

The best audio experience, with noise reduction on calls and intelligent, immersive music

Tablets:

The portal to remote work. Ultra-slim, fantastic audio and video, and smooth writing

OPPO, realme & OnePlus Global Market Share in 2023

Global	TOP4 13%
India	TOP1 28%
Southeast Asia	TOP1 27%
Indonesia	TOP1 30%
Russia	TOP3 15%

Source: Canalys; 2023

Remarkable Results of Three-brand Strategy:
 OPPO’ s foldable devices lead the market
 OnePlus sets sales record in North America and India
 realme shows a rapid process in globalization.

TOP1 65%

- OPPO Foldable Devices Market Ranking & Shares in Indonesia

200 million

- OnePlus Open sets 2023 one-day **sales record** in North America and India

200 million

- Global sales exceeded 200 million units till 2023

OPPO ColorOS

We provide smooth and intuitive experiences for 600m users worldwide with full spectrum applications



600 M+

Global
MAU

274mins

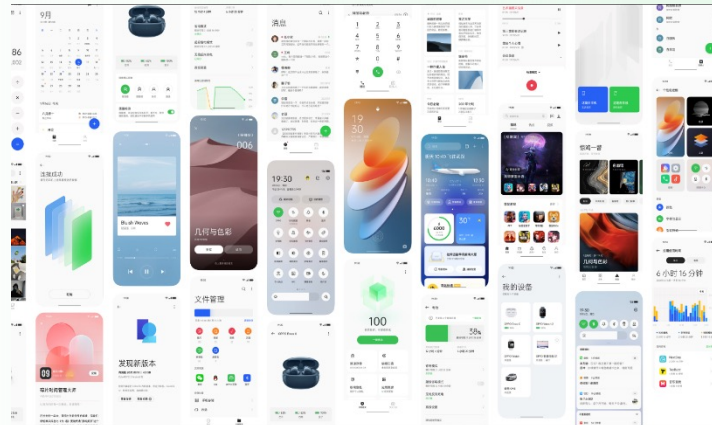
Avg. Daily
App Usage Time

360 M+

Global Content
Ecology MAU

46 B+

OPPO News
Global Distribution Volume



OPPO OS MAU

18.0 M	48.6 M	7.7 M	13.0 M	13.2 M
Philippines	Indonesia	Malaysia	Thailand	Vietnam

Appstore Distribution Monthly Volume

61.2M	14.7M	14.8M	20.8M	100.0M
Philippines	Malaysia	Thailand	Vietnam	Indonesia

Appstore MAU

18.4M	7.3M	12.5M	12.2M	46.5M
Philippines	Malaysia	Thailand	Vietnam	Indonesia

Browser MAU

3.5M	3.4M	8.3M	8.2M	36.0M
Philippines	Malaysia	Thailand	Vietnam	Indonesia

●● Key Directions and Overseas Shipment Focus for 2024

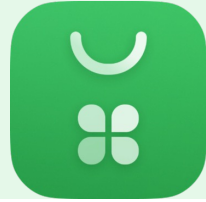
OPPO overseas app market layout:from India & SEA to the world

Covering 100+ countries / regions around the world



Area	Remark
Indonesia	Key areas in 2024
APAC	Thailand accounted for 30% , the Philippines 25% , and Vietnam 20%
MEA	Key growth areas in 2024 , with an increase of nearly 70% YoY . The growth is mainly in the countries in the Middle East, accounting for 40% , and Central and North Africa in Africa accounting for 60%
Russia	Key growth areas in 2024 , with an increase of nearly 80% YoY.

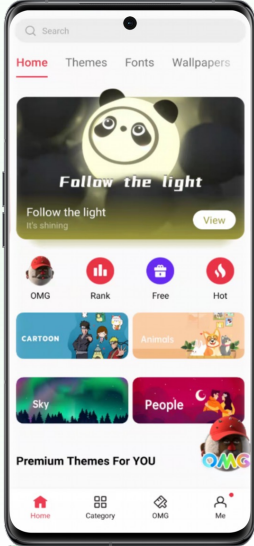
● Key directions of Ads for 2024



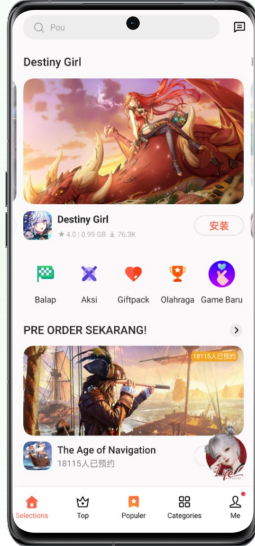
Product Matrixs



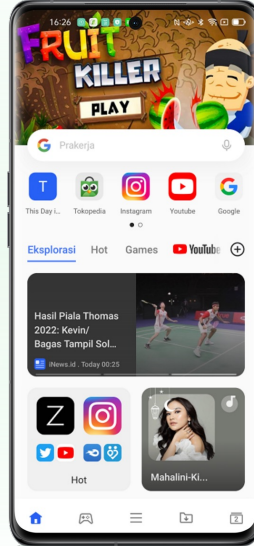
Theme Store



Game Center



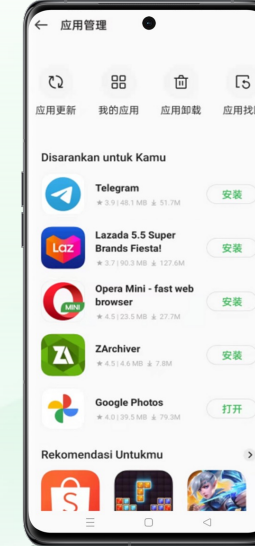
Browser



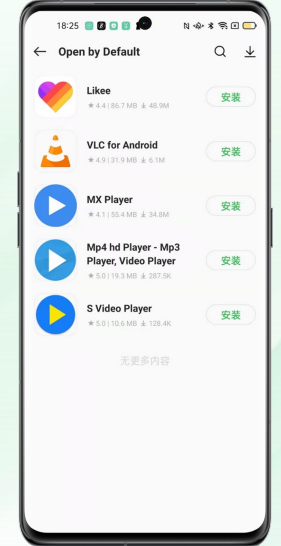
Overseas Lockscreen



Phone Management



File Management





OPPO Monetization Solution

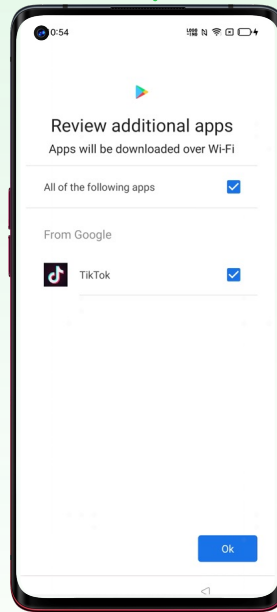
——Problem-solving Map

WHAT OPPO SUPPORTS

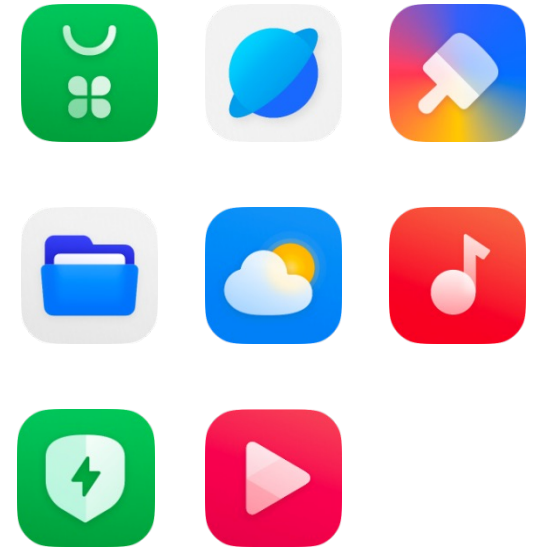


Factory Preload

oppo



PAI



OPPO Display Ads

● Factory Preload: stable, controllable and the most effective market capture strategy

We build the most trustworthy cornerstone of efficient user growth for partners.

Quickly acquire
volume OPPortunities

Competition Fence

Installed and visible to the users prior to the discovery of other apps

Predictable User Growth

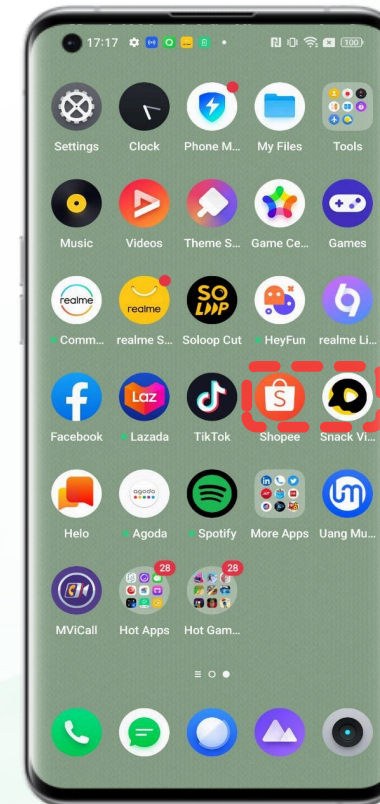
Stable and predictable user acquisition in line with shipment volume

Marginal cost saving

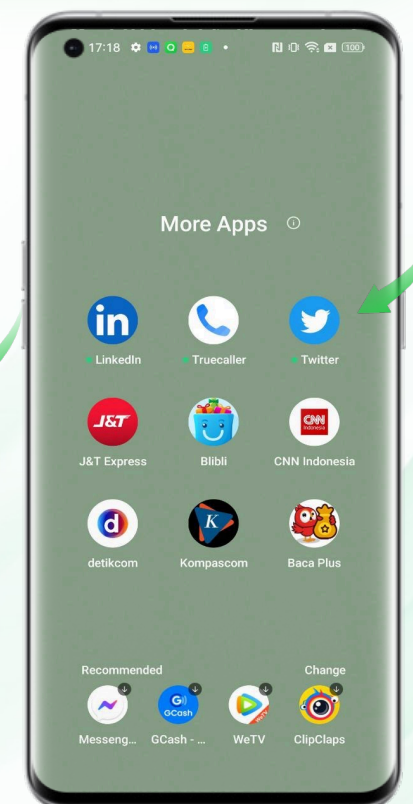
Flat price across volume level without market influence



homescreen



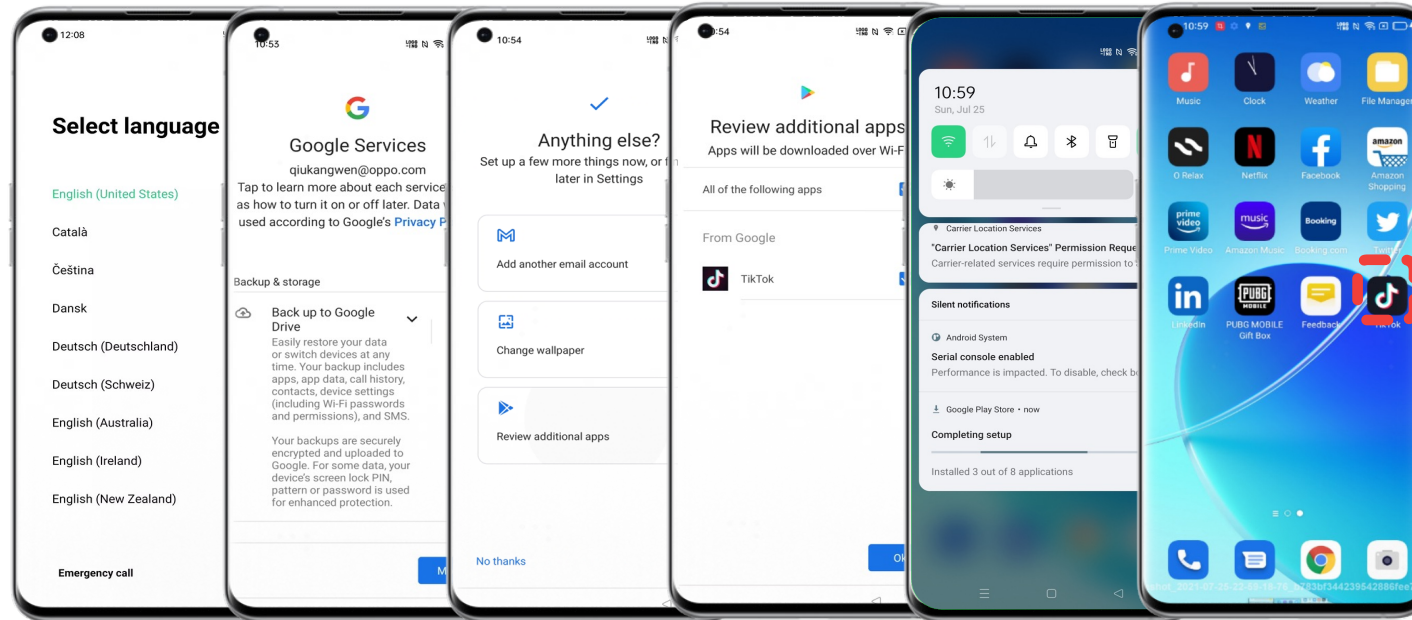
+1 screen



folder

PAI : We cover globally, reaching users as soon as new devices are started

Combined with the user growth plan to quickly expand the volume in key market areas.



Download and installation process during PAI

Advantages



Reach users before competitors



Performance-based approach with user consent

- CPI tracked by first app open on MMP
- Higher user engagement



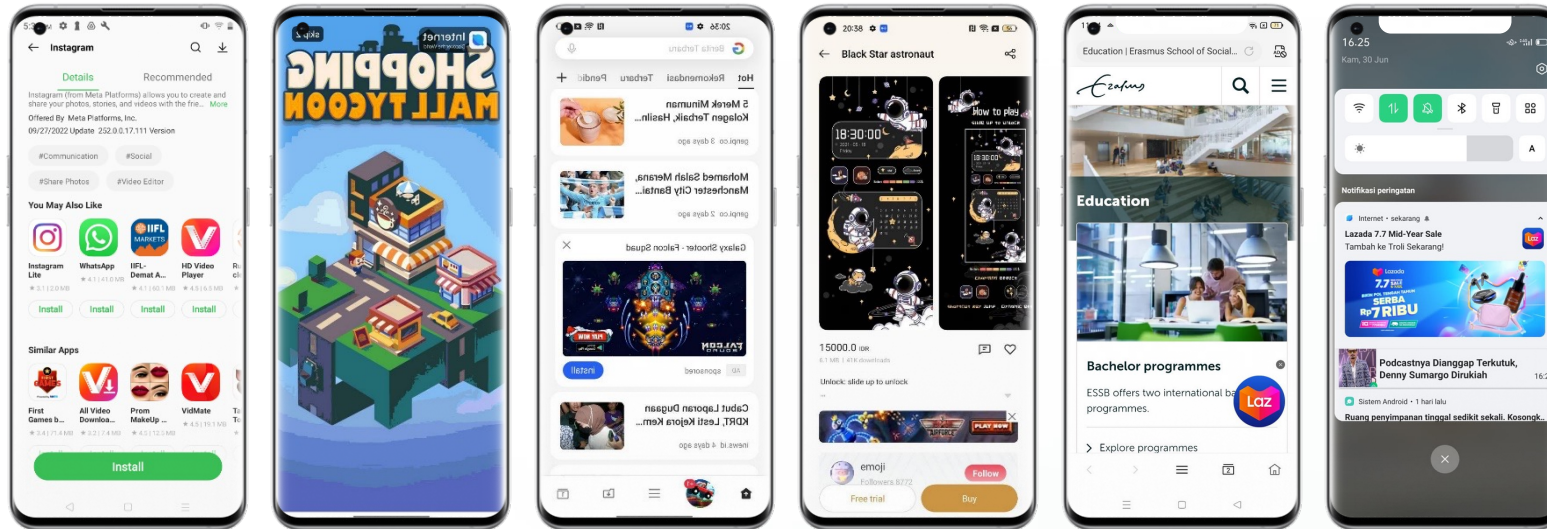
Fast Onboarding

- No technical support required
- 2 weeks to go live

OPPO Advertising

Enhance brand awareness and grab the OPPortunities to influence users' minds

OPPO Advertising Platform provide multiple ad format with App Market, OPPO Browser and other more than 8 system Apps.



icon

splash

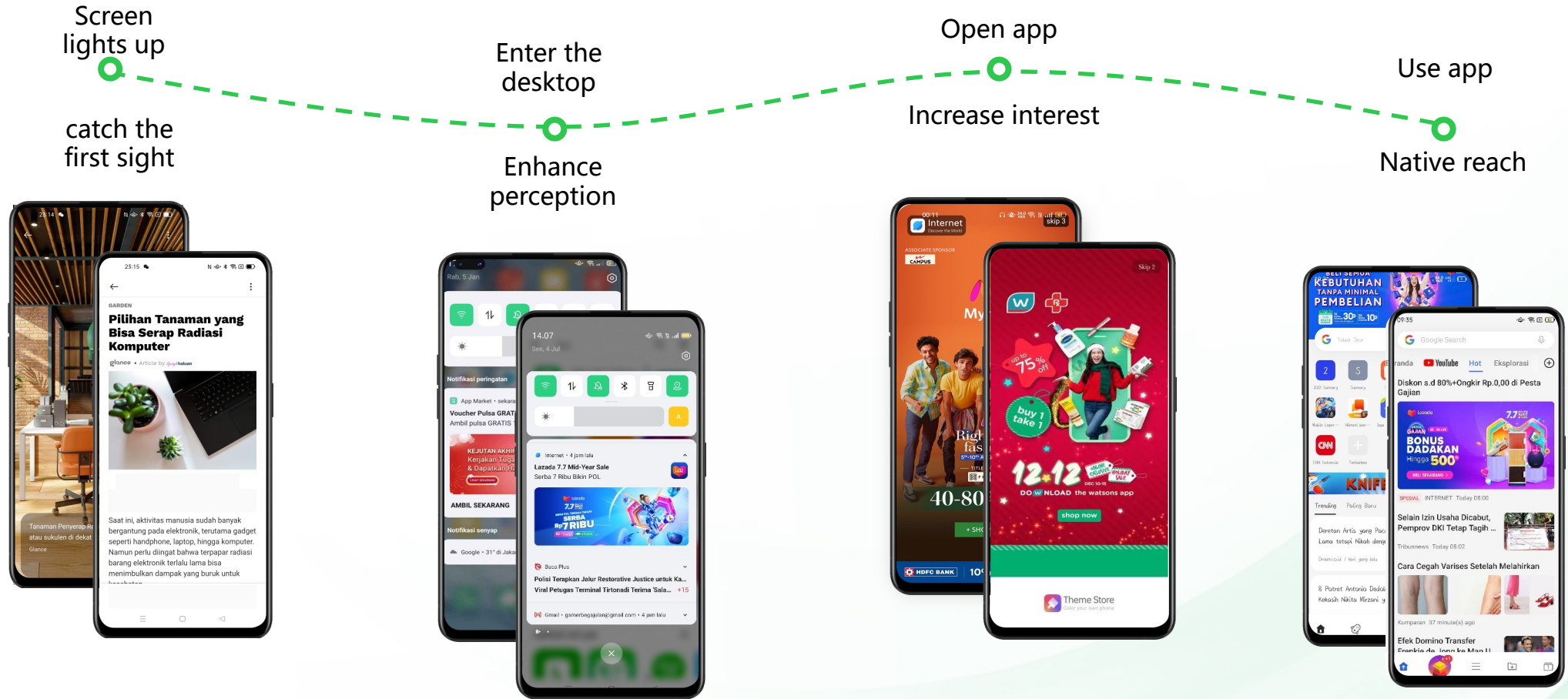
native

banner

floater

push

Enhance brand awareness and grab the OPPOrtunities to influence users' minds (Brand Ads Campaign)



App Market
133M MAU

Games
76 M MAU

Browser
168 M MAU

Theme Store
133M MAU

Lock Screen
120M MAU



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Thank You!



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