

Variation I

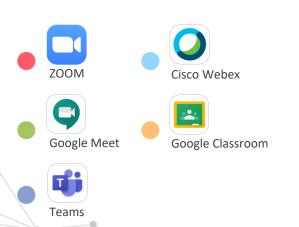


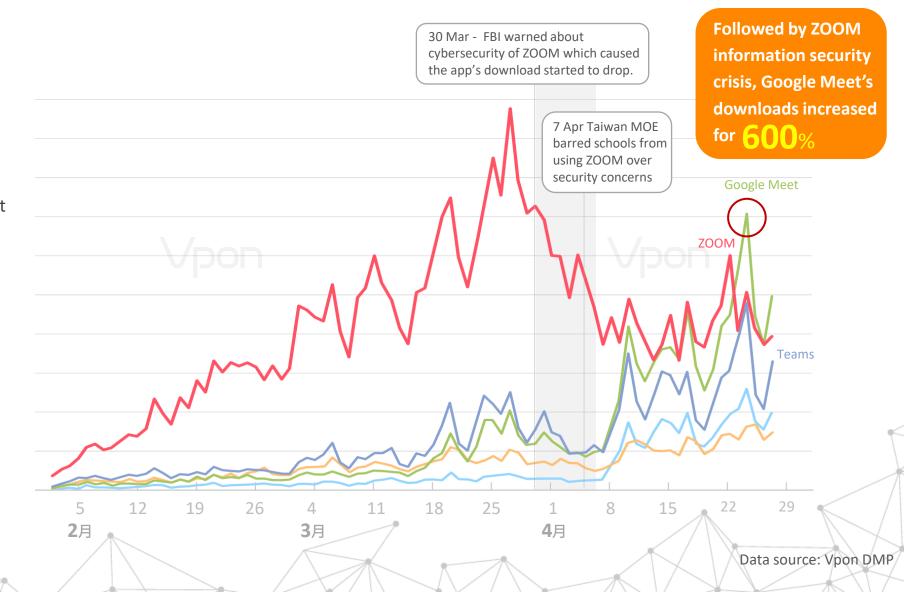
Work-From-Home and Online Classes Springs Up the Use of Remote Meeting App



Remoting Meeting App

Following ZOOM's information security crisis, Taiwan's Ministry of Education announced to ban ZOOM at all levels on 7 April. This gave rise to the number of downloads of other remote apps, in which Google Meet has the highest downloads.





Variation II

Vpon

Covid-19 Pandemic's By-Product – the Rise of Government App

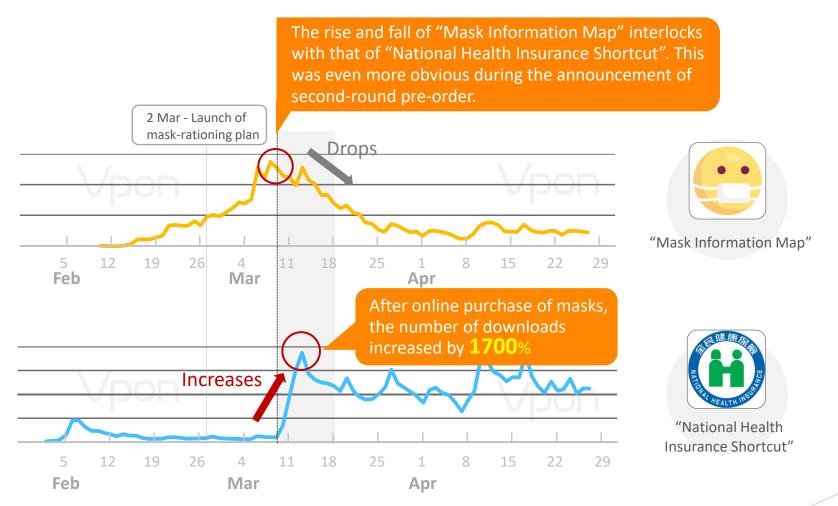


Government & Public Sector App

To save time and promote convenience for citizens, the Government launched online platform for masks. "Mask Information Map" was created under the pandemic. People are able to buy masks online until the launch of "National Health Insurance Shortcut".

Related Events:

- 9 Mar: Press release on mask-rationing plan 2.0
- 11 Mar: Tryout of mask-rationing plan 2.0
- 25 Mar: Second round pre-order of
- mask-rationing plan 2.0



Data source: Vpon DMP

Variation II

Vpon

Shoot to Fame – the Rise of Government App



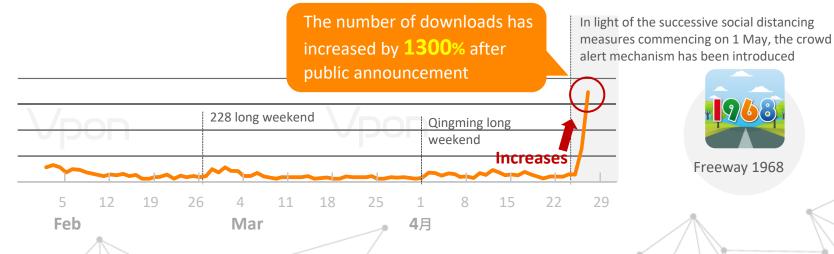
Government & Public Sector App

The usage of EZ WAY and Freeway 1968 were relatively lower before. Both apps have shoot to fame during the pandemic, hitting highest downloads of all time.



Related Events:

- 10 March : Announcement of mark-rationing plan for overseas package
- 6 April: Masks can be delivered to overseas relatives
- 9 April: Masks can be delivered to second-tier overseas relatives
- 27 April: 1968 App launches crowd alert mechanism



Data source: Vpon DMP

Variation III



A Shift from "Eating Out" to "Eating at Home" Gave Rise to Delivery App



Delivery App

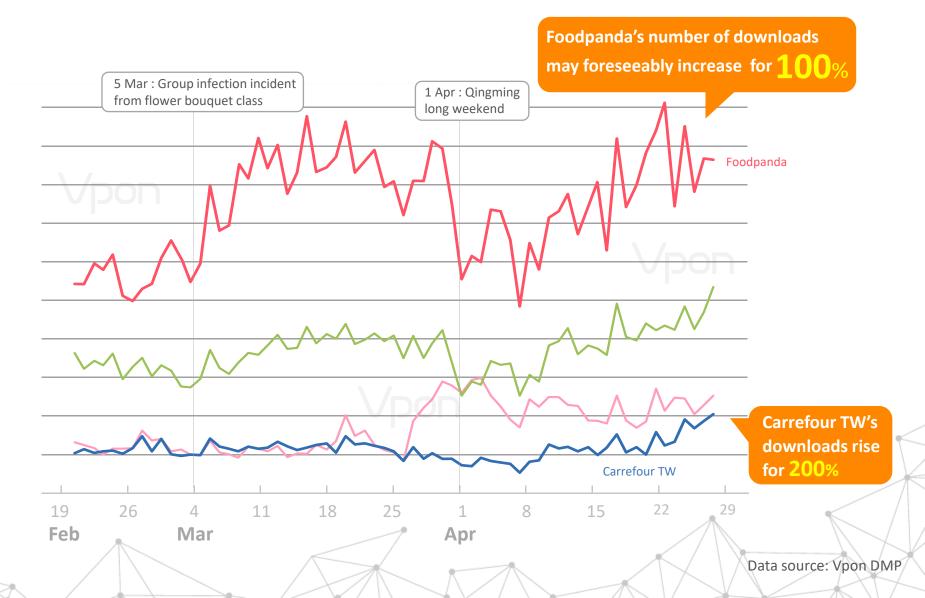
The need for delivery increased with more people staying at home. Those who like "eating out" have changed to cook and eat at home.











Variation IV

Vpon

The Covid-19 Pandemic Twisted the Use of Transportation App



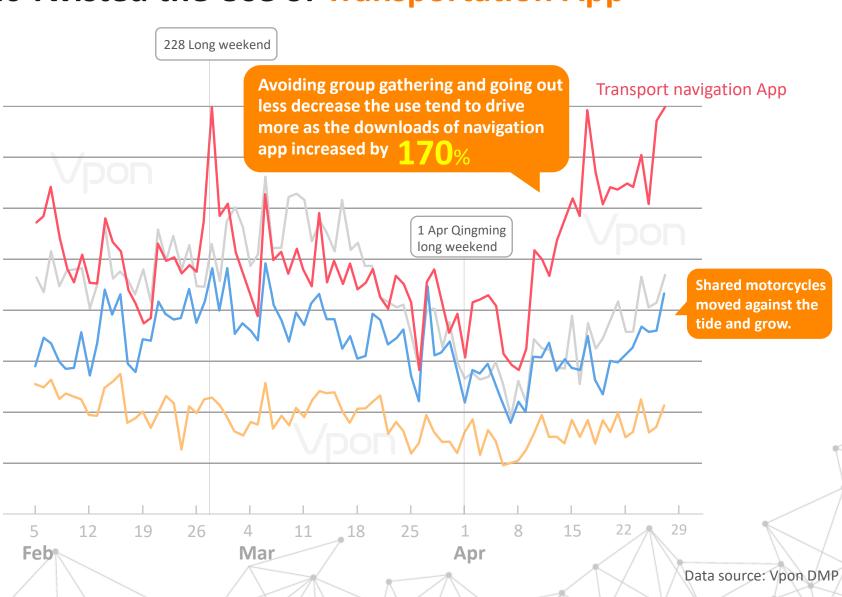
Transportation App

Although the use of public transport and car-hailing app have dropped significantly, the automobile market grew against the tide. To reduce face-to-face contact, people's desire of automobile increases.

- Transport navigation app
- Shared vehicle App
- Shared motorcycle app
- Taxi app

Related Events:

• 17 Feb: A taxi driver died from coronavirus



Variation V

Vpon

Collapse of Stock Market Increases the Use of Financial App

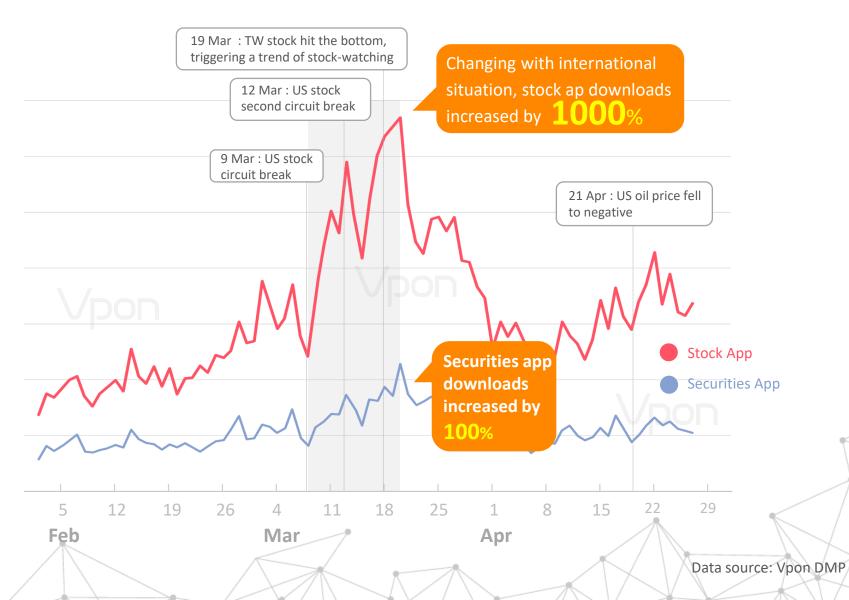


Financial App

The stock market has been in great shock. But at the same time, it triggers a trend of robbing cheap funds. The number of downloads of financial app can be analyzed with the movement of Taiwan's stock market. Stock dropped significantly on 11 March and hit the bottom on 19 March, which has driven people to follow the stock market (stock app) and account opening (securities app) through financial app.

Related Events:

- High-yield bonds slumped in March
- Since 11 March: Taiwan stock drops significantly
- 16 March: US stock third circuit break
- 18 March: US stock fourth circuit break





3 Key Takeaways



No Reduction in Consumers

By analyzing the change in app downloads after the coronavirus pandemic, consumers have neither reduced nor disappeared. But rather, they have changed in the way they consume.

2

Change in Marketing Approach

Marketing activities did not stop completely due to the coronavirus pandemic restrictions. Business can change the format from previous practice and treat after-pandemic period as the turning point to come up with marketing strategy on consumers' perspective.

3)

Decision-making by data

Industries experienced different variations during the pandemic.
Consumers' attitude and behavior, together with the economies, have changed. Thus, business has to adopt with new strategies, spend money precisely and make decisions based on "data".

Vpon Big Data Data Source (Taiwan)

DAU **2.5**/**1**

*Reachable unique devices per day

MAU **23**M

*Reachable unique device per month

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