

# The Rise of Asia's Superapp Economy

Nadine Freischlad

# Asian Superapp's past, present, and future



# Asia's Superapp Landscape Today



WeChat



Grab



Paytm



Meituan



Line



Alipay



Go-Jek

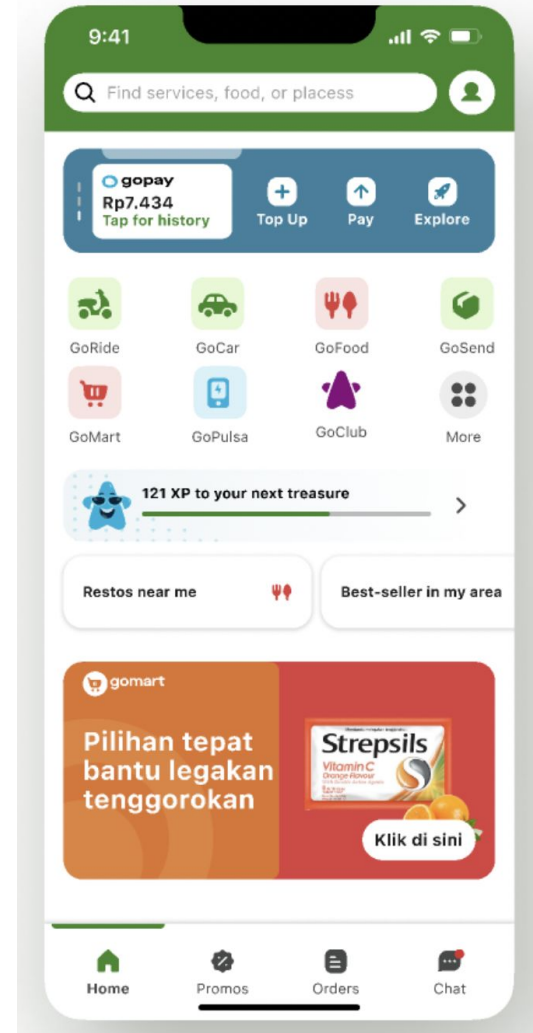
**And  
others...**

# Asia's Superapp Landscape Today

- Most of these apps are 10- 15 years old
- Many are listed companies with multi-billion dollar market caps
- Some are part of even bigger digital conglomerates
- The apps are deeply ingrained in everyday life in Asian cities

# Asia's Superapp Landscape Today

- Transportation services: in private cars, taxis, limousines, back of motorcycle taxi...
- Instant deliveries: food, groceries, parcels, medicine...
- Entertainment: Chat, content
- Cashless payments...
- Digital goods: mobile data, tickets, vouchers...
- Link up with offline shops and e-commerce for deliveries...



# The origin of Superapps



iPhone launch 2007

Smartphone Era  
made location-based  
services possible

2009

Uber  
launch

2011

WeChat  
launch:

Next-Gen Superapps  
marry the idea of  
location-based  
services and social  
networks...

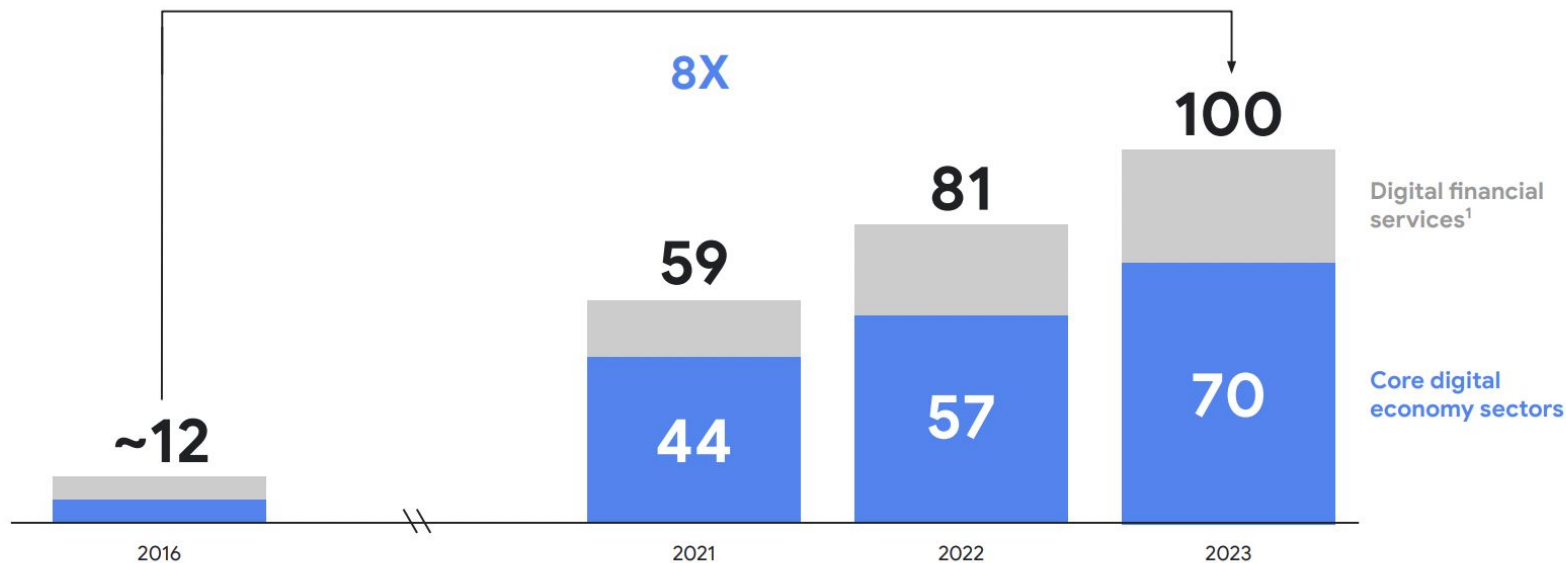
# The origin of Superapps

- This played out differently in each country; depending on market size, regulation, competition, consumer habits, and many more factors!
- Some apps layer additional services on ride-hailing and deliveries... (Grab, Gojek...)
- Some on payments... (PayTM...)
- Others on social networks (Line...)
- They now own a significant chunk of the digital economy



# The region has reached a key milestone: \$100B in revenue across all digital economy sectors – or 8X over the past 8 years

SEA digital economy total revenue (\$B)



Note: (1) Includes revenue from payments (average merchant discount rates), lending (gross interest rates), insurance (annualised premium equivalent, APE, for life and gross written premiums, and GWP, for non-life insurance), and wealth (mutual funds management fees and platform fees).  
Source: Bain analysis



# Goto and Grab: Turbulent History



Nadine Freischlad · 1 Aug 2016 · 2 min read

## Jakarta police crack down on Uber, Grab, and Go-Jek – again



# Goto and Grab: Turbulent History

- 2015-2017, era of disruption to transportation sector
- Hypergrowth phase with mass-onboarding of 1000s of drivers
- Record venture capital and PE rounds of hundreds of millions of USD
- Grab's merger with Uber (2018)
- Gojek's merger with Tokopedia (2021)
- Grab's listing through SPAC (2021)
- Goto's IPO (2022)

# Goto and Grab: Growing Up

Market Summary > GoTo Gojek Tokopedia PT Tbk

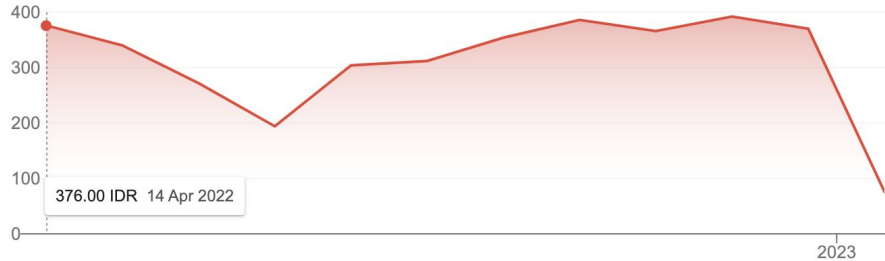
76.00 IDR

-300.00 (-79.79%) ↓ all time

Nov 6, 16:14 GMT+7 • Disclaimer

+ Follow

1D | 5D | 1M | 6M | YTD | 1Y | 5Y | Max



Market Summary > Grab Holdings Ltd

3.16 USD

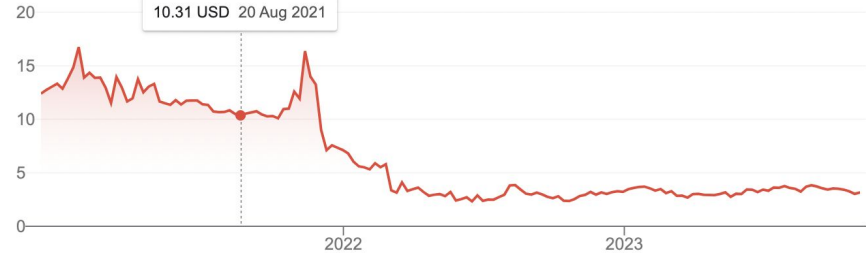
-9.24 (-74.52%) ↓ all time

Closed: Nov 6, 09:25 EST • Disclaimer

Pre-market 3.24 +0.080 (2.53%)

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1D | 5D | 1M | 6M | YTD | 1Y | 5Y | Max



# Goto and Grab: Growing Up

- Significant market correction for both
- Pressure to find profitability
- After early days of experimentation, settling on 3 core pillars
- Rides, Deliveries, Financial Services
- E-commerce through associated entities

# The Superapp Economy

The business model:

- 1) Commission on rides and deliveries
- 2) Ad revenue: Merchant advertising, external brand advertising (Grab expects US\$100 mn annualised revenue for this year from ads biz)
- 3) Fees, interest from financial services

# Asia's Superapp Future: "Retail Media"

- Digital platforms are a treasure trove of data
- They are marketplaces connecting millions of merchants and users
- "Closed loop" ecosystem: businesses come to find customers and sell, customers come to find products to buy, all in one place
- Discovery through search, ads, suggestions, promotions is becoming more and more relevant as these platforms grow
- Third party brands will want to get exposure on these platforms

# Asia's Superapp Future:

- Banking: Storing money, taking loans, investing
- First to merchants/partners connected to the platform, then to consumers