

# Market Asia Business Strategy

Asia Pacific Business Unit

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# Rising Asian Power

## Population

**4.3 billion people**  
(55% of the global population)

Favorable  
demographic structure

## Economy

**\$US32 trillion**  
(37% of the global economy)

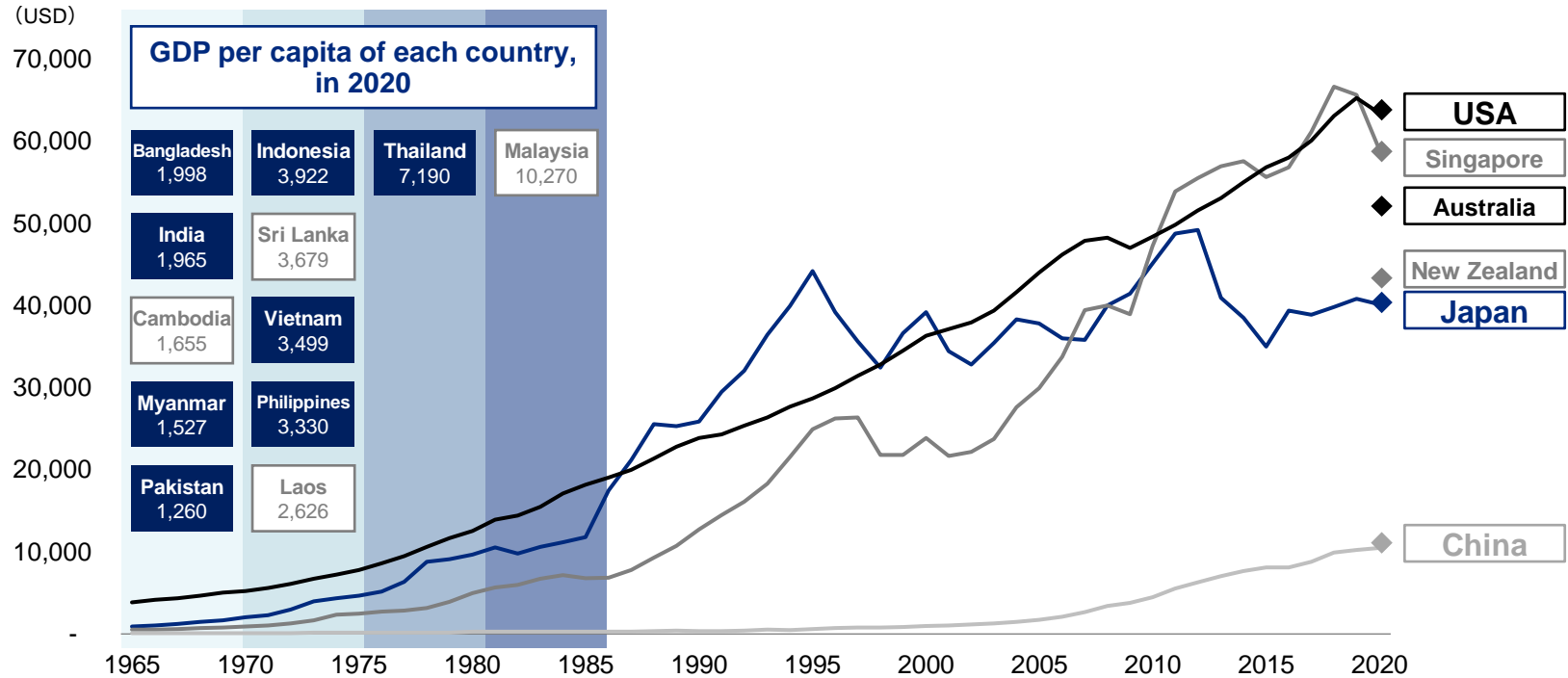
Annual average  
growth rate: 5%

## Purchasing power

**2.5 billion people**  
→ **3.5 billion people**

Middle-income group  
and above

# Rising Asian Power



Source: World Bank (1960-79), IMF April 2021 database (1980-2020), Mitsui & Co. (Asia Pacific ) Pte. Ltd.

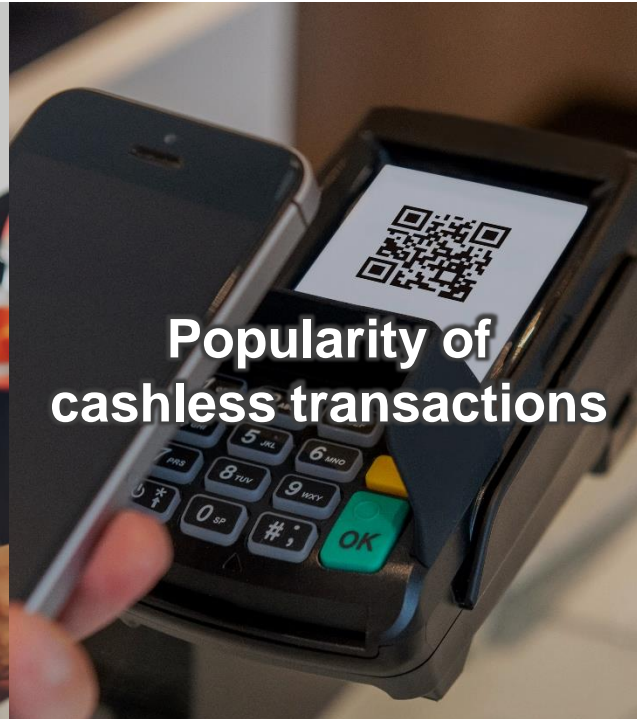


## Emerging Digital Life



**Mobile first**

Mobile ownership > Bank account ownership



**Popularity of  
cashless transactions**



**Proliferation of  
ride-hailing and  
food delivery services**

# Mitsui & Co. of Asia

## Create a Consumer Ecosystem

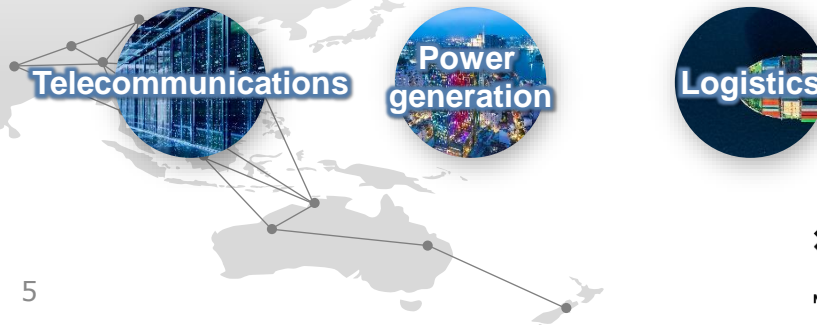
Enhance  
quality of life



## Contribute to Nation Building

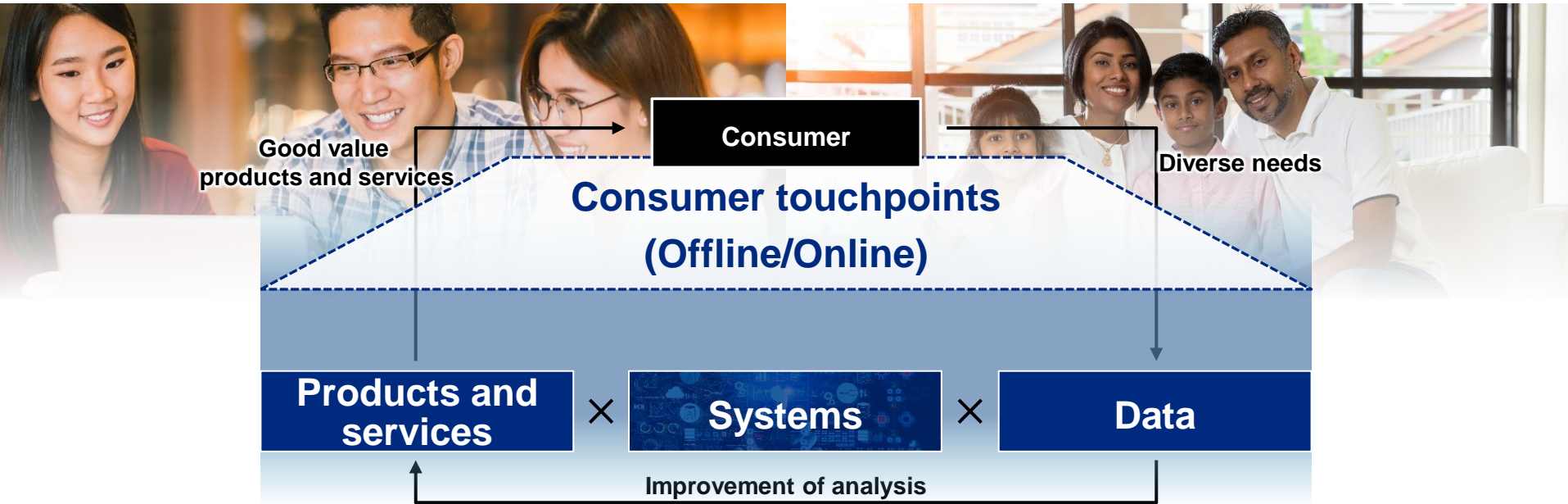
Dual Challenge  
(Pursue sustainable economic growth)

Create an  
eco-friendly society

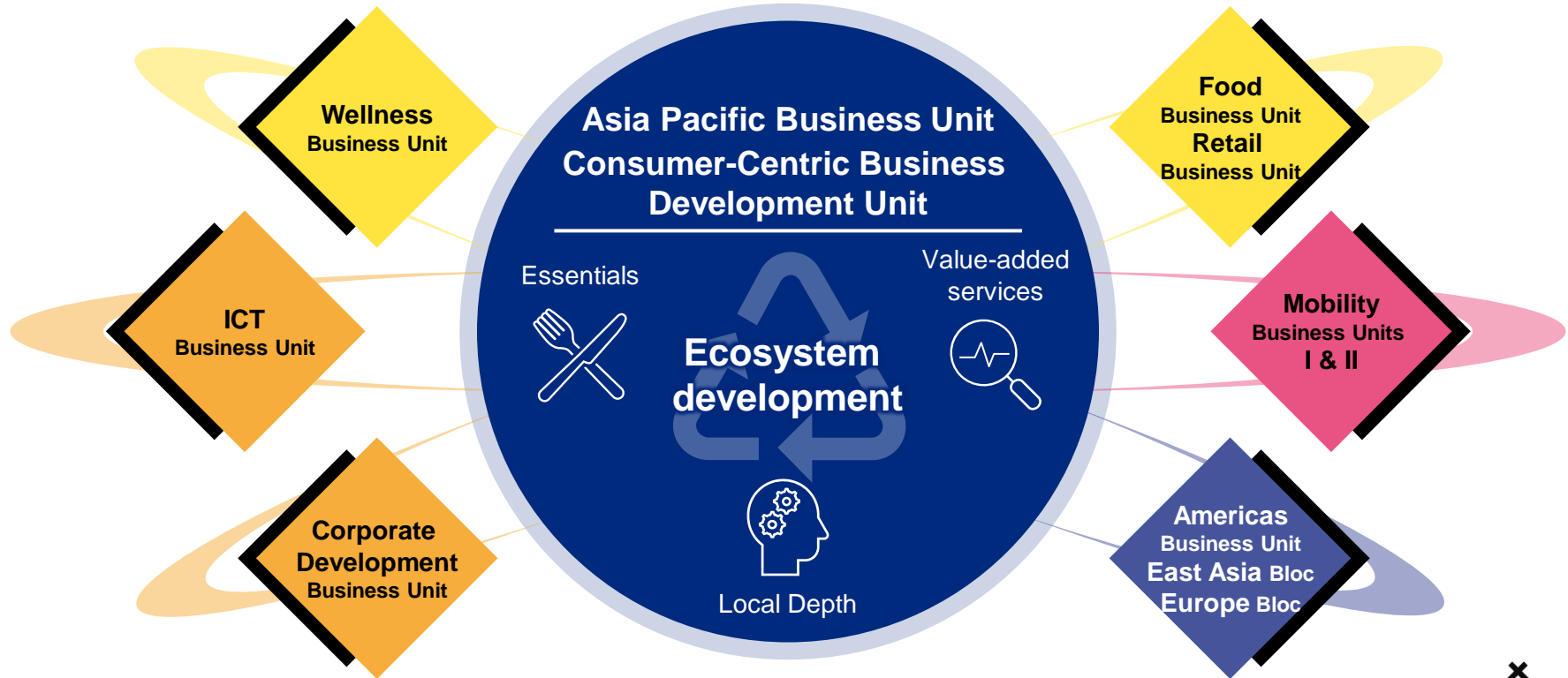


# The Consumer Ecosystem

- ◆ We will **help the people of Asia to achieve a higher quality of life**, by providing them with the goods and services they need, through the combination of our unique functions and businesses, and by building a consumer ecosystem rooted in Asia.



# The Role of the Consumer-Centric Business Development Unit



## Collaboration with CT Corp





## Collaboration with CT Corp

### Global Expansion

Expansion to emerging countries in Asia

### Global Sourcing

Business models / Product procurement

Leading Integrated  
Consumer-centric  
Ecosystem

CTCORP

### Institutionalization

Management modernization

#### Indonesia

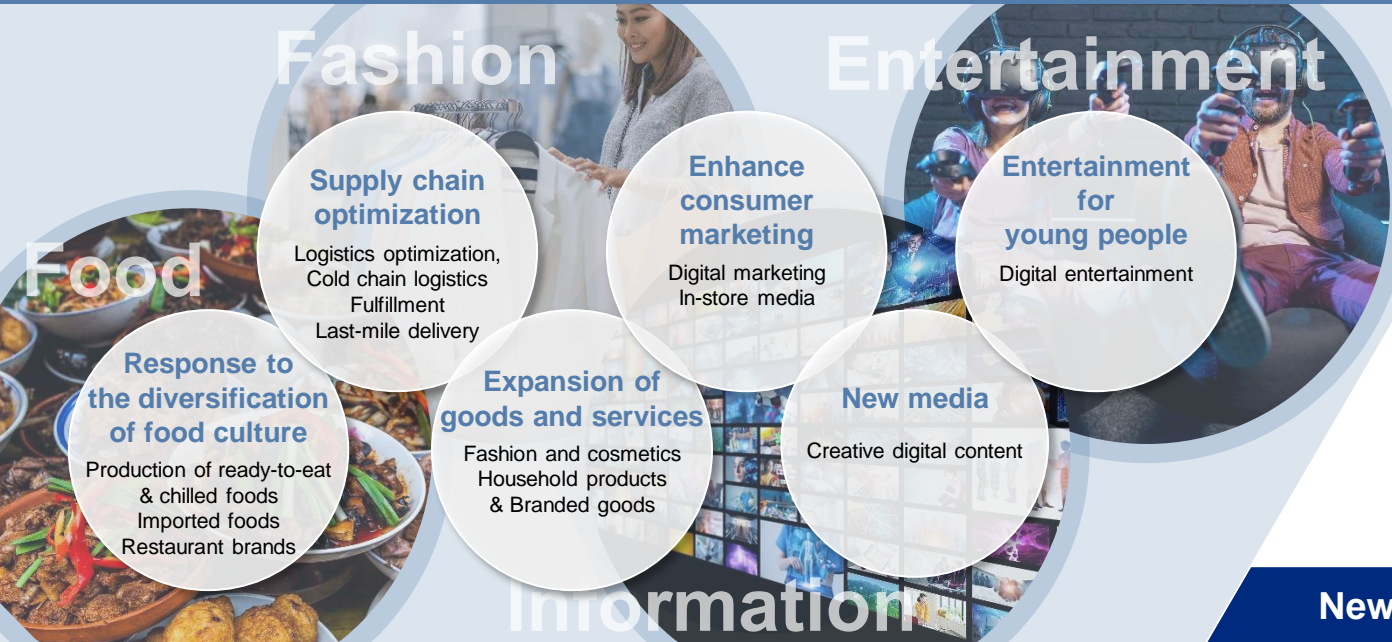
Population : **270** million people

Economy : GDP of **\$US1.1tn**

GDP per capita \$US3,922

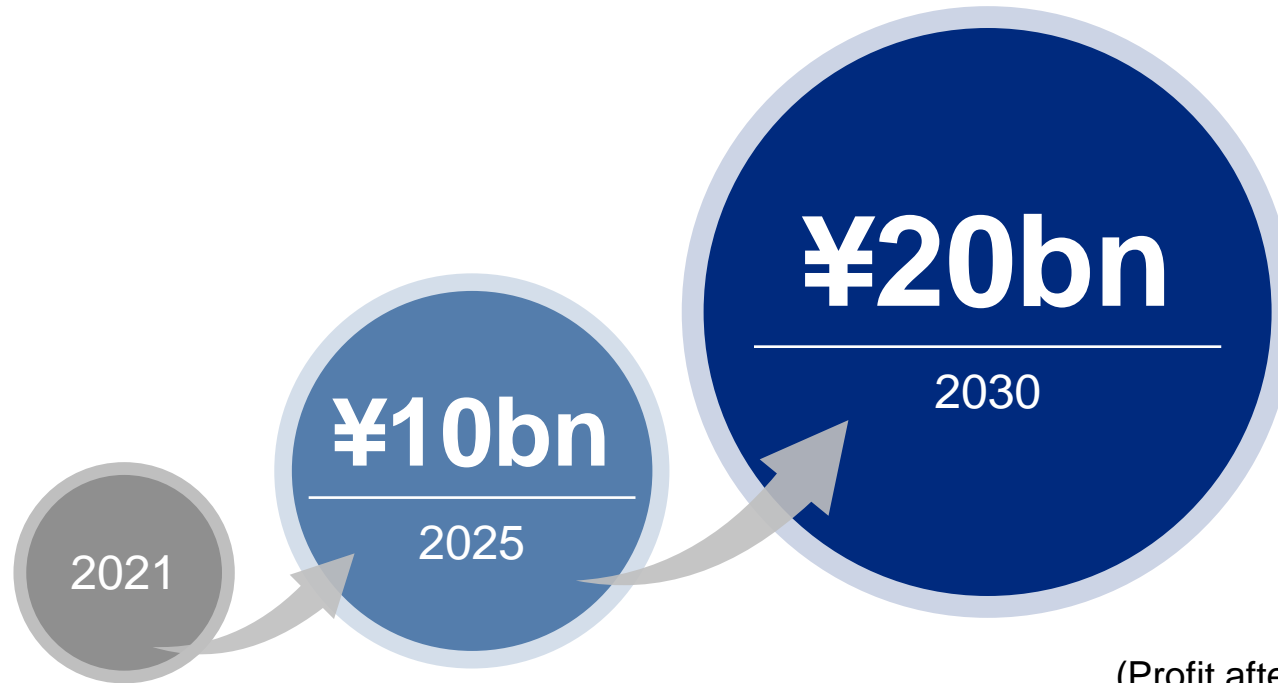
# Collaboration with CT Corp

## Contribution to existing CT Corp business



## New business with CT Corp

# The Consumer Ecosystem    Quantitative Vision

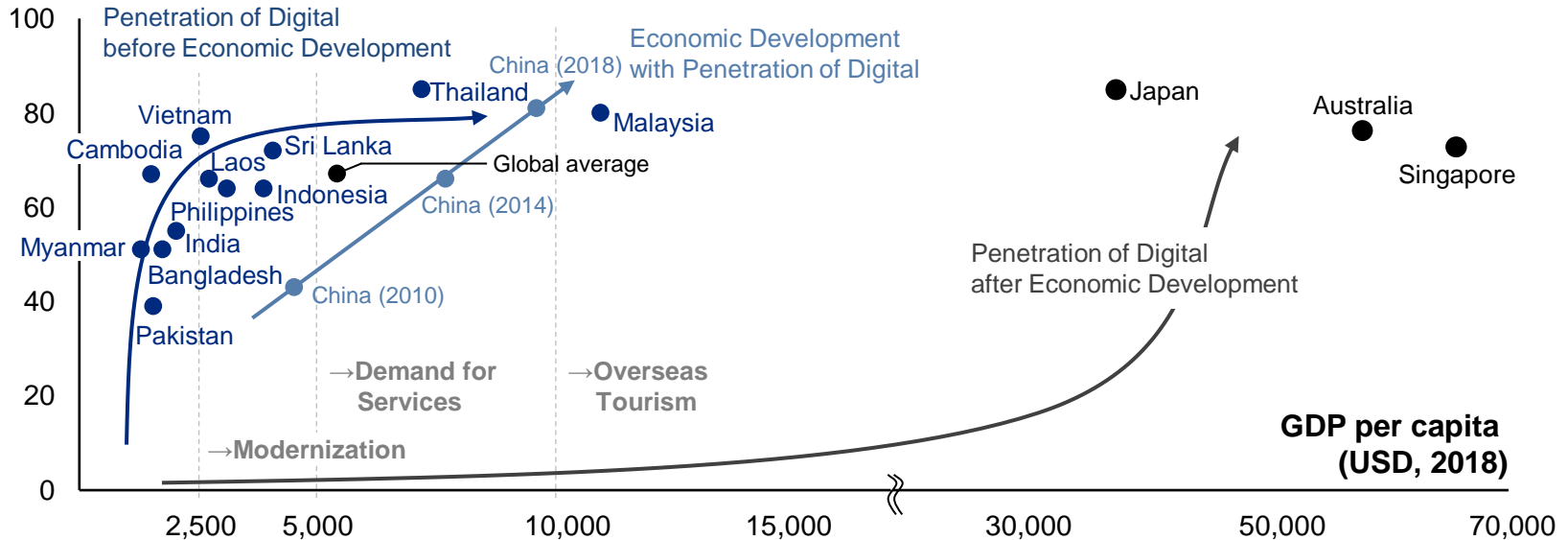


**Enhance  
quality of life**



# Appendix: Digital Penetration and Economic Development

## Mobile Phone Penetration (%, 2018)

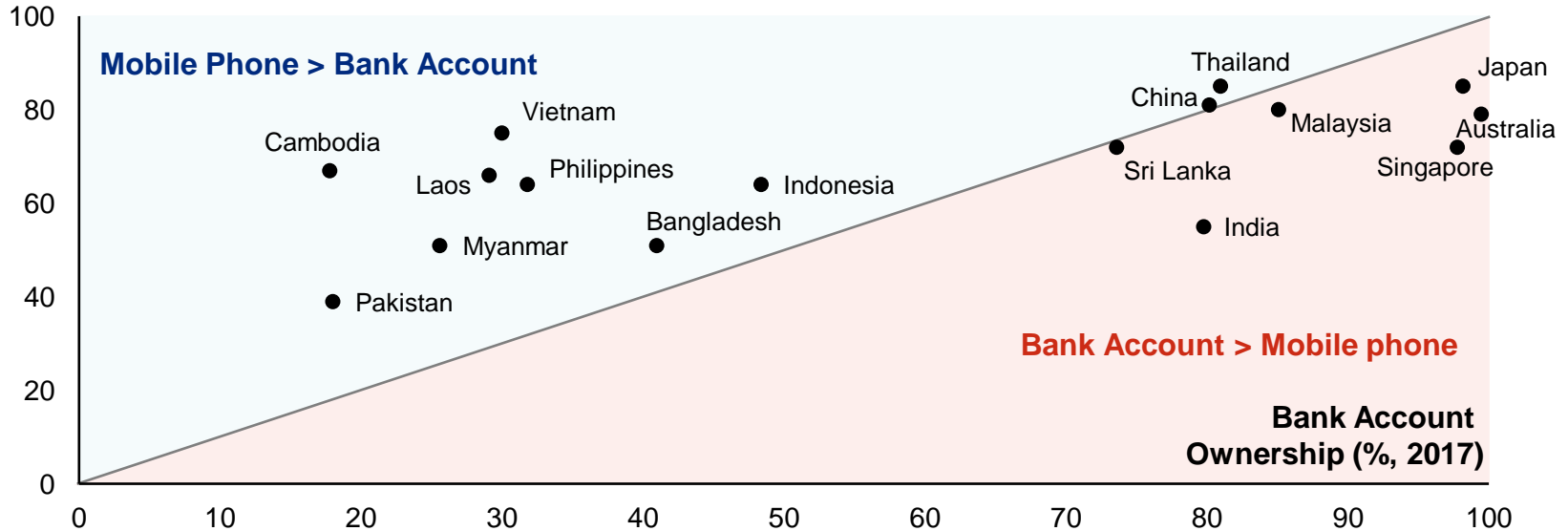


Source: IMF, GSMA, We are Social, Mitsui & Co. (Asia Pacific) Pte. Ltd.



## Appendix : Mobile First

### Mobile Phone Penetration (%, 2018)



Source: GSMA, WB, Mitsui & Co. (Asia Pacific) Pte. Ltd.