

# PHILIPPINES MARKET REPORT

## PHILKOTSE INSIGHTS



Q1/2021



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01

# MACROECONOMICS



207.70

210.95

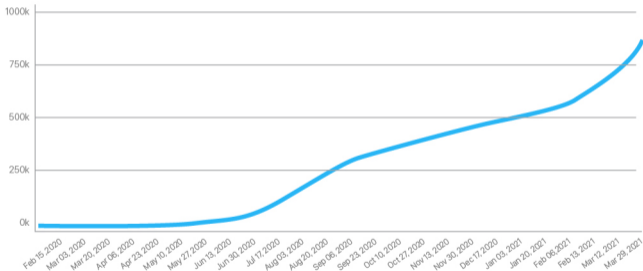
207.70

24.27

18.92

20

Due to the sudden surge of Covid-19, the Philippines has to impose enhanced community quarantine in March 2021. Car dealers had to temporarily stop their operations, which affected the auto industry.



Covid-19 cases in Philippines

The Department of Transportation imposed safeguard duty on imported vehicles from January 20, 2021 to protect locally produced cars. This has made the **price of some new car models to increase**, others have **required customers to make a security deposit** when buying an imported car

### Safeguard duty policy

Extra deposit of P70,000 on imported passenger cars or P100,000 on imported commercial vehicles

### Impacts of safeguard duty

- Ford Ranger FX4's retail price has gone up by at least P64,000 in March 2021
- Toyota, Isuzu, Honda, among others have asked buyers to have a "security deposit" when buying selected models

Source: Wordometers.info

## Filipinos are now ready to go electric

45% of Filipinos are willing to own electric vehicles in the next 3 years



Top motivating factors for e-vehicles



Greater impact on reducing carbon emissions



Safer to drive

Top incentives that speed up the shift to EVs in Philippines

Tax incentives

**80%**

Charging infrastructure

**77%**

Priority lanes for EVs

**52%**

### Filipino legislators have already proposed laws to promote Ev's through the "Electric Vehicles and charging station act"

#### Key point of the law

The proposed law includes tax exemptions for manufacturing and importing EVs, exemption from number coding schemes, as well as requiring private and public buildings and establishments to provide designated parking slots with charging stations

#### Action

In February 2021, the Board of Investment has granted tax break to a local producer of electric vehicles fast charging CHRG. CHRG plans to build 12 unit fast chargers and 236 retrofit kits annually.



02

**CAR INDUSTRY**



Total of new car sales in Q1 2021 still increased by 8.95% compared to the same period last year thanks to the fewer enhanced community quarantine days

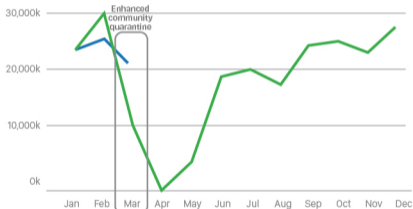
**70,312**

New car sales in Q1 2021



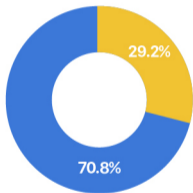
**▲ 8.95%**

Compared to Q1 2020



Monthly new car sales

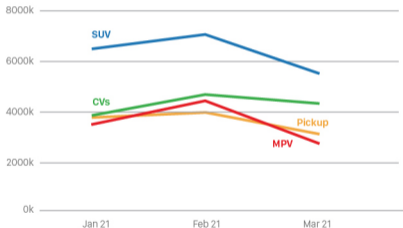
The demand for commercial vehicles has been quite stable while other vehicle types plunged dramatically in March 2021



● Passenger car ● Commercial vehicle

New car sales by type in Q1 2021

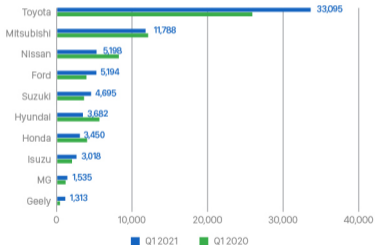
Source: Marklines



Commercial vehicles breakdown by category

Thanks to tax exemption, Chinese cars have shown their growing power in the Philippine auto market.

Geely registered a notable performance with 324% growth in new car sales compared to Q1 2020



10 best selling brands in Q1 2021

Source: Marklines

MG and Geely have asserted their positions in SUV segment



Top best selling brands in SUV segment in Q1 2021

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PHILKOTSE INSIGHTS



20770

210.95

207.70

24.27

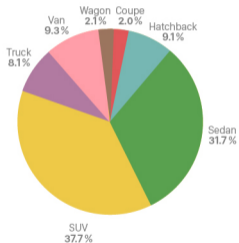
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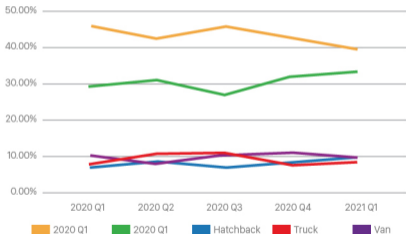


## LISTING TREND

According to the market, SUV and Sedan were listed the most on Philkotse.

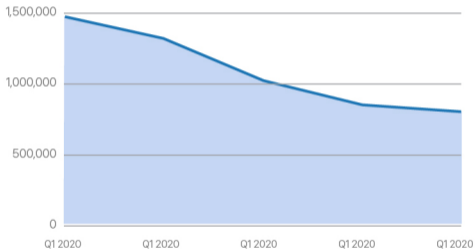


Listings by body type in Q1 2021



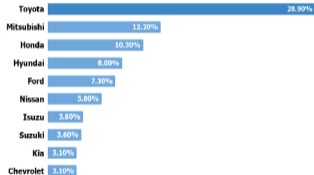
Listing trend on Philkotse by quarter

Philkotse is a good marketplace to buy a car since the average price of vehicle sold is getting lower.



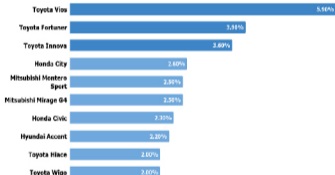
Average price of car sold on Philkotse

Toyota continues to be on top when it comes to number of listings



Top 10 listed brands in Q1.2021

Top listed models are Japanese cars



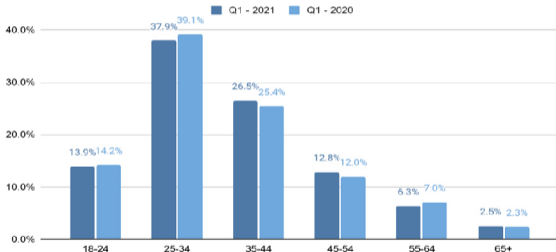
Top 10 listed models in Q1.2021



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## USER DEMOGRAPHIC

There are not many differences in users' age between Q1 2021 and Q1 2020

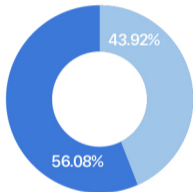


User by age on Philkotse.com

Source: Google analytics

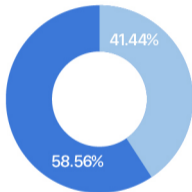
## USER DEMOGRAPHIC

The proportion of female users in Q1 2021 dropped slightly compared to the same period last month



● Female ● Male

Q1.2021



● Female ● Male

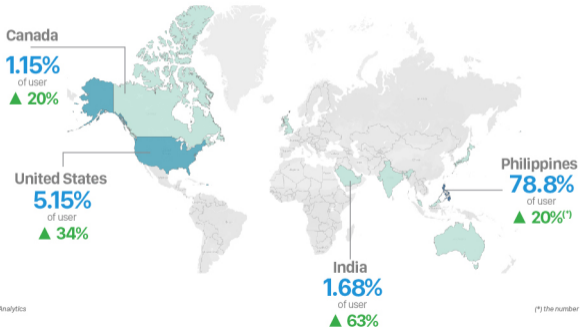
Q1.2020

User by gender on Philkotse (\*)

Source: Google analytics

## USER DEMOGRAPHIC

Significant number of Philkotse users come from the United States and India where there are a lot of OFWs



Source: Google Analytics

(\*) the number of users, compared to Q1-2020

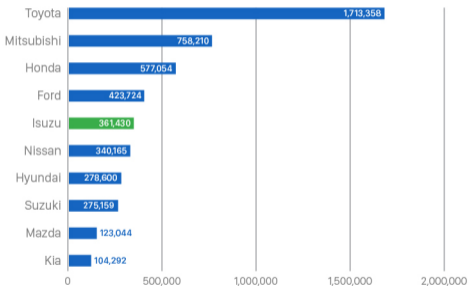


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**USER INTEREST**

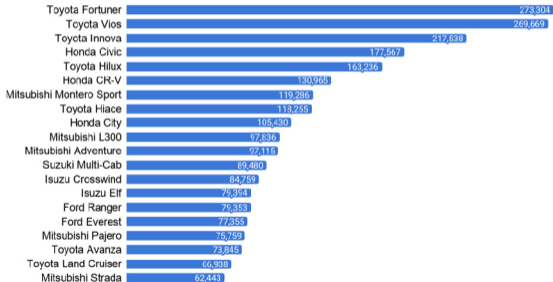
## USER INTEREST

In Q1 2021, Isuzu surpassed Nissan to take the 5th position in the number of pageviews. Other ranks remained unchanged



10 most interested brands on Philkotse in Q1 2021

## 20 models with the highest page views in Q1 2021



Source: Based on pageviews to listings

## Most inquired models on Philkotse in Q1 2021

### Hatchback

1. Toyota Wigo
2. Honda Jazz
3. Mitsubishi Mirage
4. Suzuki Swift
5. Kia Picanto



### Sedan

1. Toyota Vios
2. Honda Civic
3. Honda City
4. Toyota Corolla Altis
5. Mitsubishi Lancer



### SUV

1. Toyota Fortuner
2. Honda CR-V
3. Mitsubishi Montero Sport
4. Mitsubishi Adventure
5. Ford Everest



### Pickup truck

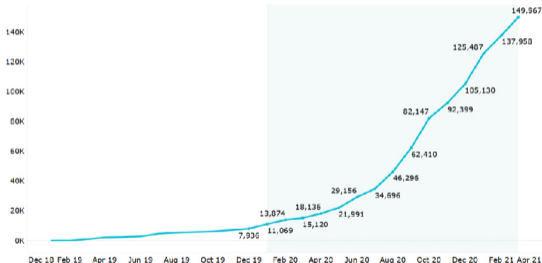
1. Toyota Hilux
2. Ford Ranger
3. Mitsubishi Strada
4. Isuzu D-max
5. Nissan Navara





## USER INTEREST

After reaching the Youtube Silver Button in December 2020, Philkotse's subscriptions have been increasing rapidly with average over 10,000 subscriptions per month



Philkotse Youtube subscription

## Most viewed videos by category in Q1 2021

### Philkotse Top List



8 affordable sports cars you can buy in the Philippines  
Published: Jan 21, 2021

8 affordable sports cars you can buy in the Philippines |  
Published: Jan 21, 2021

Published: Jan 21, 2021

**130K+** VIEWS

### New car review



2021 Toyota Fortuner Review: Still the King of SUVs? | Philkotse Philippines  
Published: Jan 9, 2021

2021 Toyota Fortuner Review:  
Still the King of SUVs? | Philkotse  
Philippines |

Published: Jan 9, 2021

**135K+** VIEWS

### Quick look



2021 Isuzu D-Max Quick Look (with driving impressions): All new and ready for you!  
Published: Mar 4, 2021

2021 Isuzu D-Max Quick Look  
(with driving impressions): All  
new and ready for you!

Published date: Mar 4, 2021

**156K+** VIEWS

Top viewed videos published in Q1/2021 on Philkotse Youtube



# **ABOUT PHILKOTSE AND AP GLOBAL**

## Our Ecosystem



Average Visitors  
**550K+**  
FOLLOWERS



Average Visitors  
**3K+**  
FOLLOWERS



Average Visitors  
**2.5M+/MONTH**



Average Visitors  
**160K+**  
SUBSCRIBERS



3 Satellites with  
**55K+**  
TOTAL USERS

## Community



**5+**

Fan Pages



**7**

Website



**1**

Channel



**5+**

Millions  
User



**1+**

Millions  
Followers



**12+**

Millions  
Reach



**2.7+**

Millions  
Monthly traffics



**271,459**

Followers



**241,000**

Followers



**85,228**

Followers



**1,856,608**

Followers



Together Go Further



AutoPortal Global is the leading automotive portal network in 7 markets, focusing on **Automotive listing platform**, creating updated **Auto News Hub** and building **Auto Community** network, powered by cutting edge technology and dedicated glo-cal talents.

# AutoPortal Global

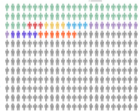
Philkotse report Q3 2020



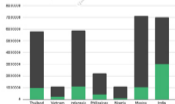
Started in 2014  
Established in 7 countries

Covers 2.2 billion population market  
With average internet penetration of 65%

Annual GDP growth rate  
4.71% comparing with 3.60%  
of world average



\$324B car-market covered  
With \$820M market size for advertisement(\*)



# Thank you!

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LOOK FORWARD TO HEARING FROM YOU SOON