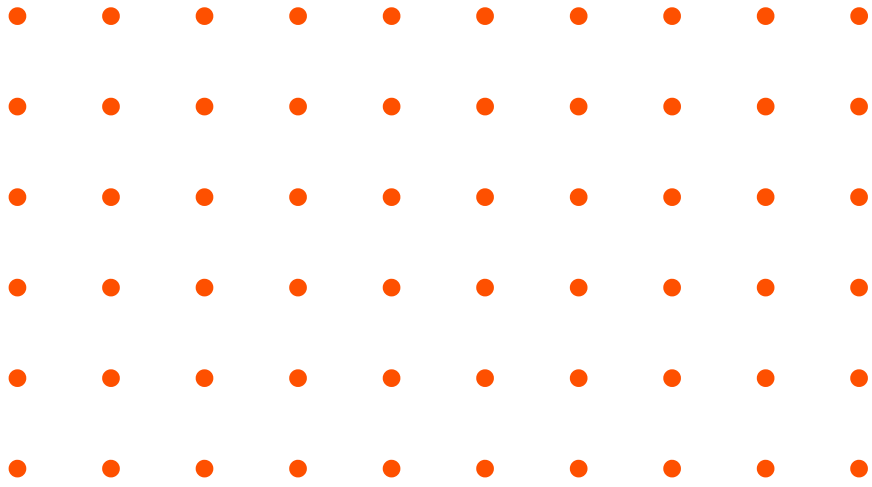




BUSINESS PROPOSAL

Partnership Proposal for App Indonesian Localization





BOOST YOUR USERS UP TO 10 TIMES

Indonesia is developing as a mobile-first country and has become one of the fastest growing application markets in the world, with revenues reaching US\$1.7 billion in 2022. This figure increases every year.

Source: Adjust



Age	Percentage	Categories
≤ 16 years	10%	Video Streaming, Gaming, Learning, Communication
16-24 years	28%	Learning , Social Media, Communication, Video Streaming, Gaming
25-34 years	33%	Learning , Productivity, E-commerce, Transportation, Employment
35-44 years	18%	Employment, Health, Learning, E-commerce
45-54 years	8%	Communication, News, Health
≥ 55 years	3%	Communication





Indonesian Market Potential

129.869.000

Users in Indonesia

are looking for YOUR app for their daily use.

Srouce:

"Digital 2023: Indonesia" - We Are Social and Hootsuite

"Indonesia Mobile Landscape 2022" - DataReportal

"Internet User Demographics in Indonesia" - Statista

Laporan "Pemanfaatan Teknologi Digital untuk Pendidikan Anak Usia Dini" - Kementerian Pendidikan dan Kebudayaan Indonesia

Low Proficiency

64 Pakistan	497	78 Madagascar	474
65 Lebanon	496	79 Indonesia	473
66 Turkey	493	80 Ecuador	467
67 Sri Lanka	491	80 Syria	467
67 Tanzania	491	82 China	464
69 Ethiopia	490	83 Azerbaijan	463
70 Brazil	487	83 Egypt	463
71 Panama	486	85 Kuwait	461
71 United Arab Emirates	486	86 Malawi	460
73 Mongolia	482	87 Japan	457
73 Qatar	482	88 Afghanistan	456
75 Colombia	480	89 Mexico	451
76 Morocco	478	90 Kyrgyzstan	450
77 Algeria	475	90 Myanmar	450

Indonesian English Proficiency

Based on Education First (EF) English Proficiency Index 2023, Indonesians' level of English proficiency is relatively low. We are ranked 79th out of 113 countries with an average score of 473.

Age 18-20 : Skor 481

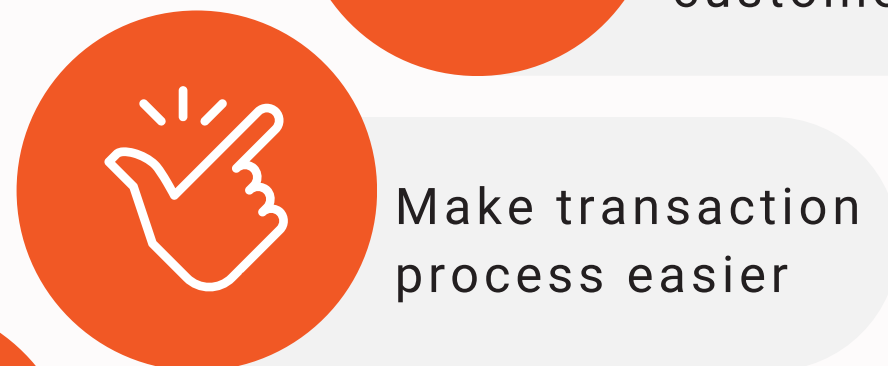
Age 21-25 : Skor 476

Age 26-30 : Skor 470

Age 31-40 : Skor 463

Age 41+ : Skor 447

Source: <http://www.ef.com/epi>



Localization

Localization goes beyond translating words and involves adapting content to suit the target audience's cultural, linguistic, and regional preferences. In each of these industries and market segments, localization services help businesses effectively adapt their products, services, and content to resonate with local cultures and languages, leading to improved customer engagement, user satisfaction, and global market penetration.

Examples of Successful Technology Companies

Apps	Downloads Before Entering Indonesia	Downloads After Entering Indonesia
Spotify	75 M	375 M
Netflix	70 M (Subscription)	231 M (Subscription)
Free Fire	10 M	3 B
TikTok	100 M	1 B



Same thing happens to many other tech companies like Shopee, Goek, Unacademy, Byju's, Mathway, etc.

Yours can be next!

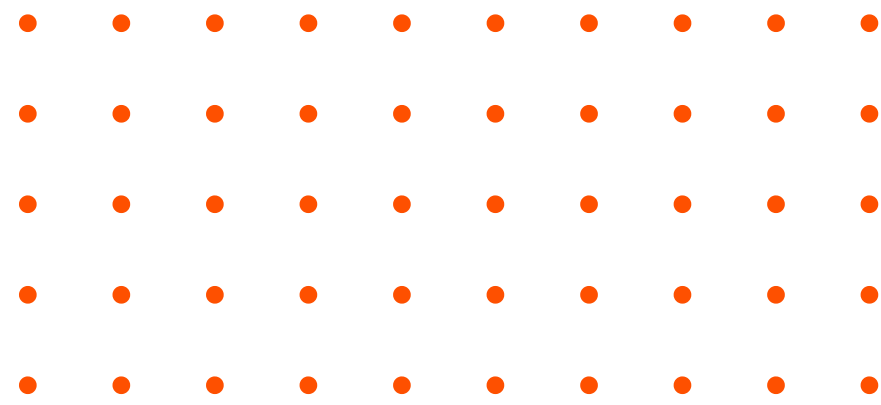
Source:

- Annual report of Spotify, Netflix, Shopee, Gojek, Garena and TikTok
- Industry articles from technology and economic news sources (TechCrunch, TechInAsia, The Jakarta Post)
- Reports from market research agencies (We Are Social, Hootsuite, Media Partners Asia, App Annie)



Some of Our Happy Clients





THANK YOU

Have any question?

+62 813 1171 7979
info@beehappytranslationservices.com
beehappytranslationservices.com
indonesianlanguagetranslator.com

