

CREDIBLE DATA IN TURBULENT TIMES

Dr. Katharina Fenz



WORLD DATA LAB

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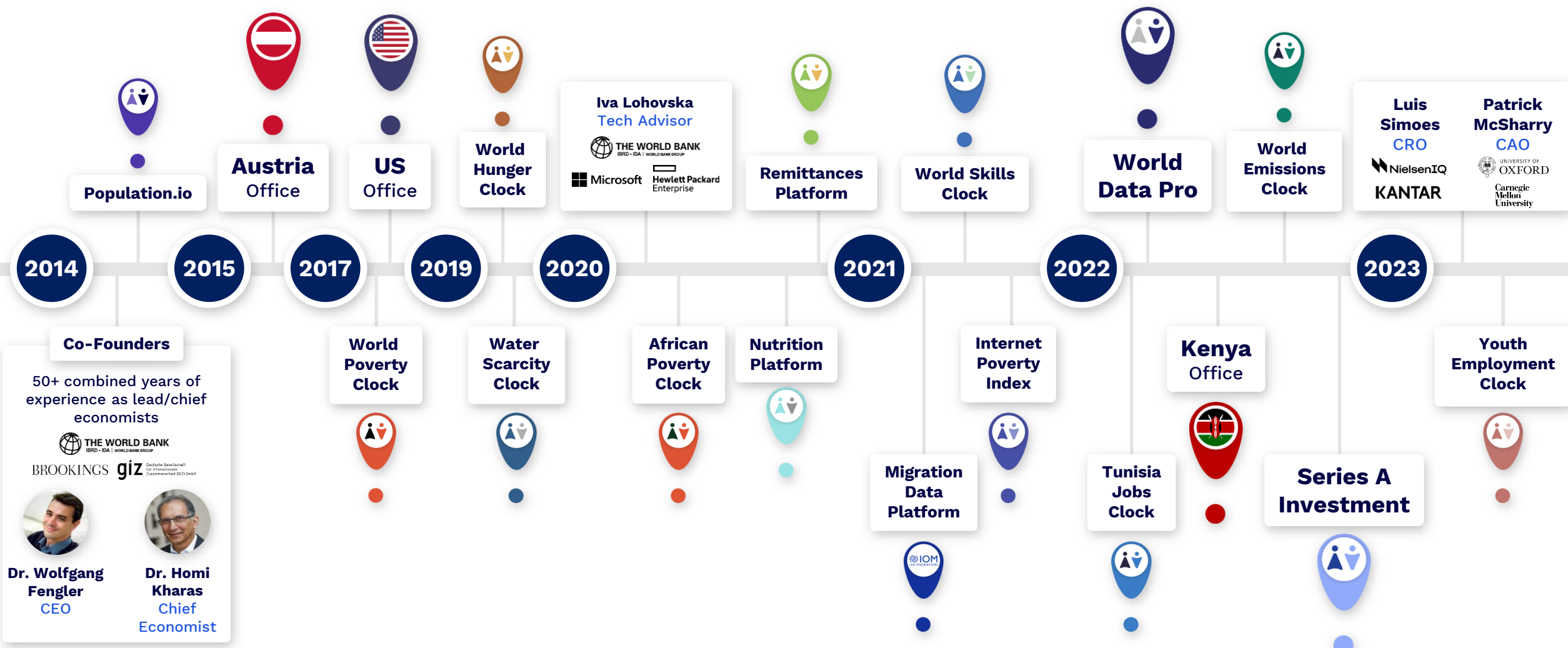


Making Everyone Count

“World Data Lab creates actionable forward-looking data on consumer spending and sustainable development to improve quality of life around the world.”

SCALING UP TO A TRULY GLOBAL ORGANIZATION

Timeline of WDL's growth story



Problems we solve



Business



We **quantify current and future addressable market sizes** based on how much each person spends, on what, anywhere in the world - today and in 10+ years' time.



Policy



We **track, model, and democratize the progress of UN's SDGs** (Sustainable Development Goals) in order to support companies and policy makers target their interventions.



Science



We **combine data and science** in order to solve bespoke problems.

Value proposition of our data solutions

Data granularity



- World's population broken down by:
- **Geography**
 - Countries
 - Provinces
 - Cities
 - Up to 50x50m grids
- **Demography**
 - Gender
 - Age
- **Spending power**
 - Aggregate
 - Product categories

Global



- Covering **99.5%** of the **world population**
- **184+ countries** available on the platform and growing
- **Fully consistent** across time and space

Forward-looking



- **Projections up to 12 years** into the future
- Customized data for longer-term projections as well as historical data before 2016 available on demand

Credible



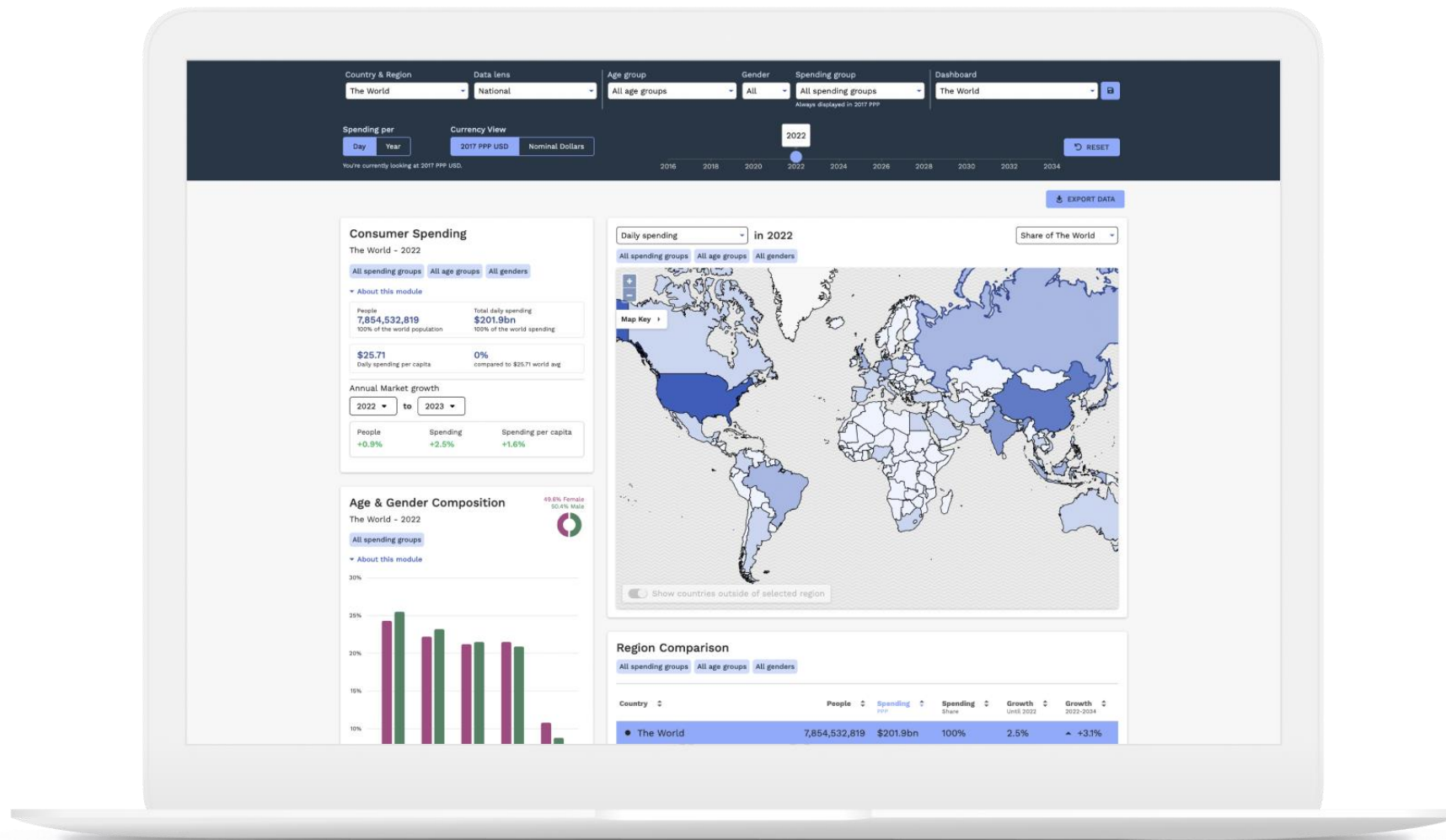
- Based on **top accredited sources**
- **Peer-reviewed methodology** published in Nature
- **4+ updates per year**
- Steered by leading economists and data scientists

LEVERAGE FRONTIER DATA SCIENCE TECHNIQUES TO GENERATE DATA INSIGHTS AND PROJECTIONS

World Data Pro

Highlights

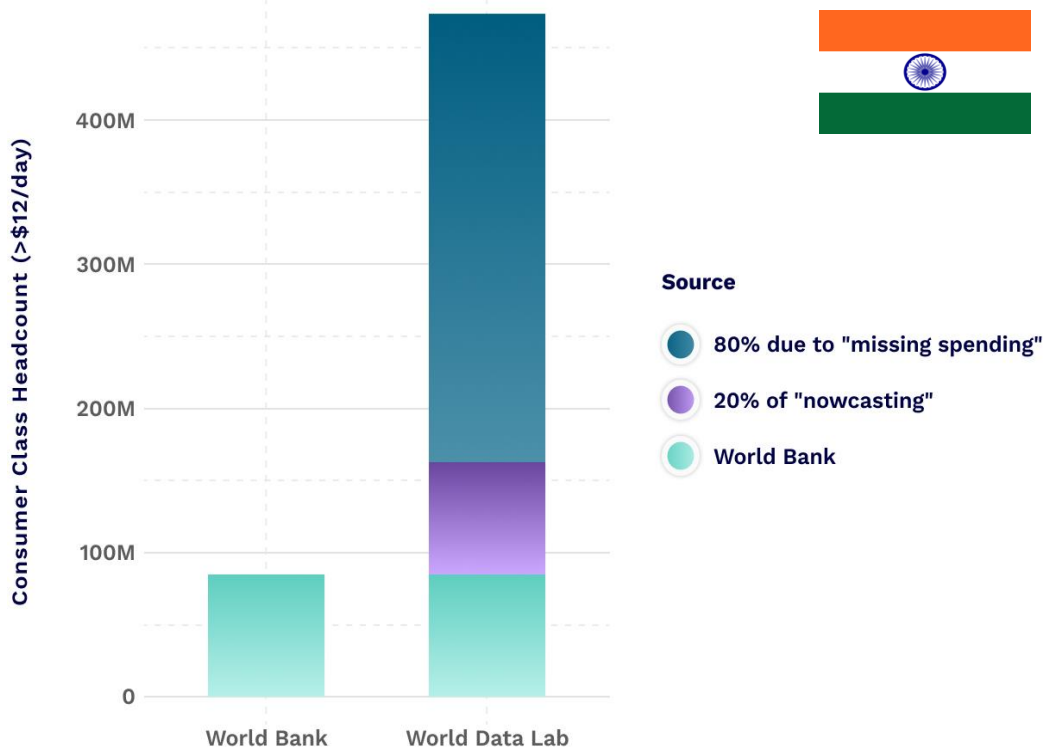
- Fully customize & save work-view
- Any year range from 2016 to 2034
- 5 year & \$5 increments for age & spending
- Export to xls, csv, json
- 2017 PPP and nominal Dollars
- Professional support, training and onboarding
- Go to **worlddata.pro** to try out the freemium version of the platform



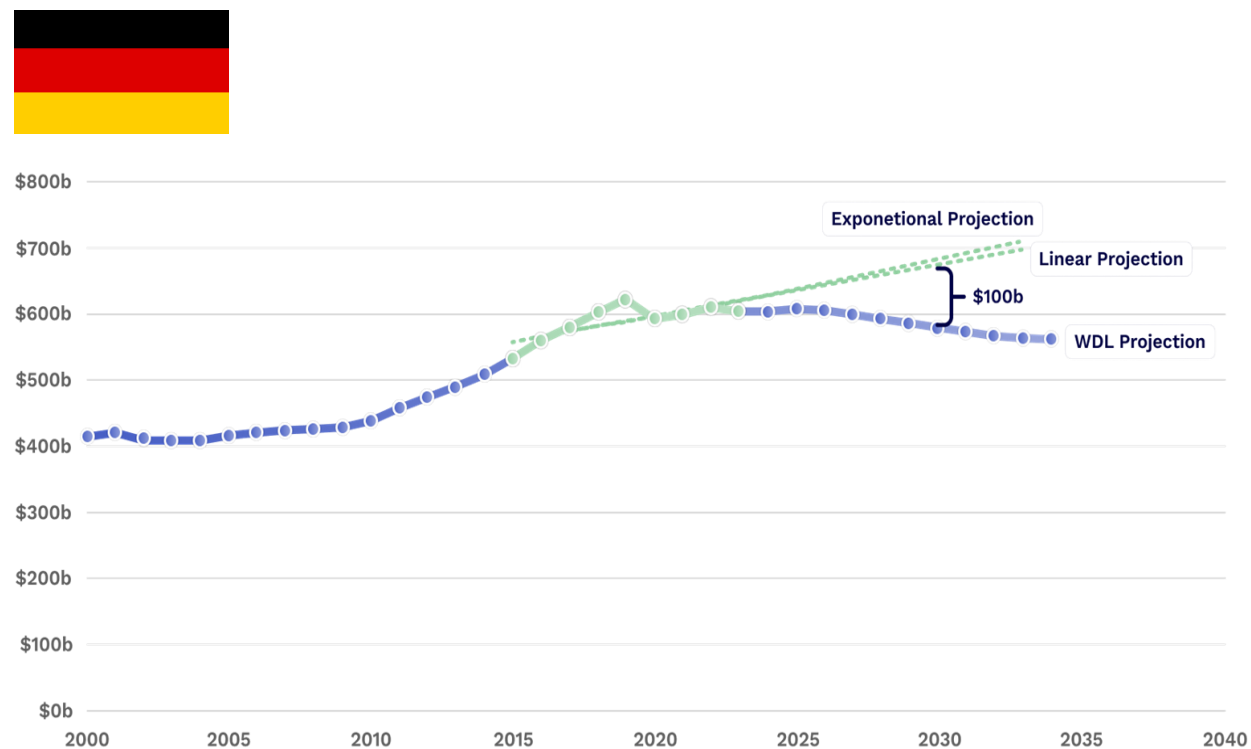
VALID FORECASTS

Credible data and projections matter

Consumer class headcount in India in 2022



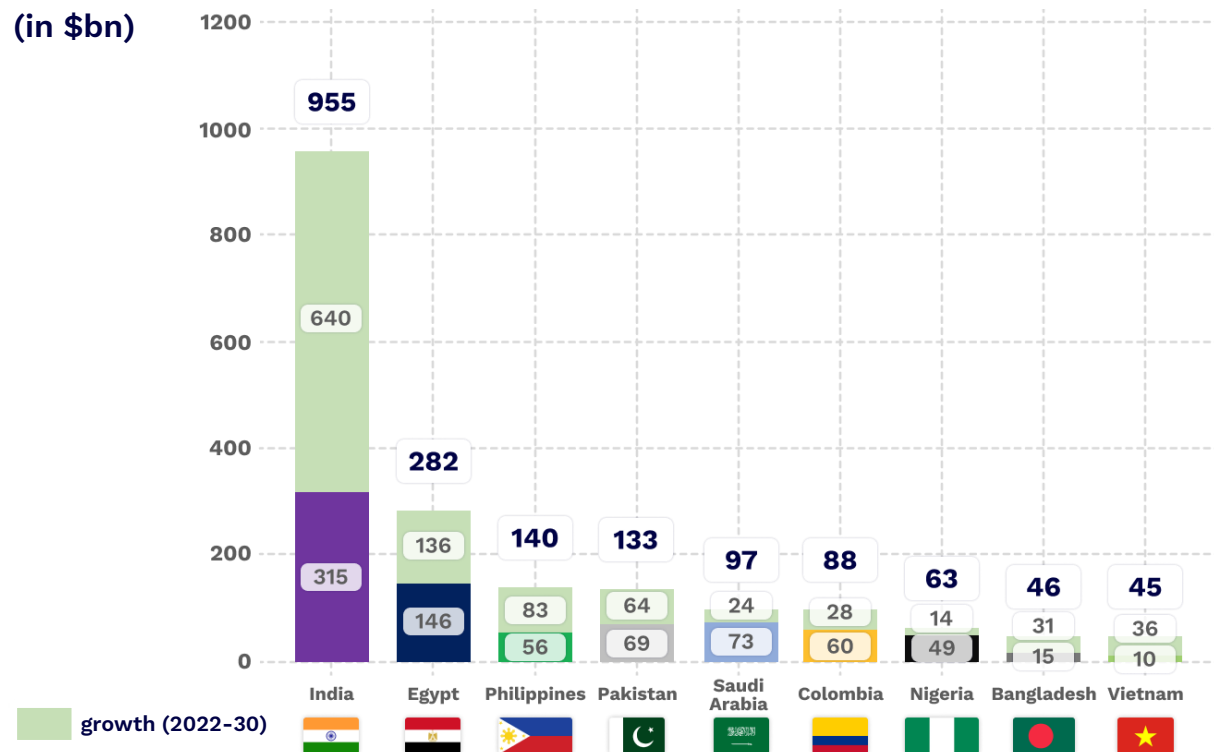
Annual expenditure of the consumer class aged 50-65 in Germany



SECTOR-SPECIFIC ADDRESSABLE MARKET INSIGHTS

Forecasting category-level spending

Select markets' food & beverage expenditure growth in upper consumer class¹ 2022-2030

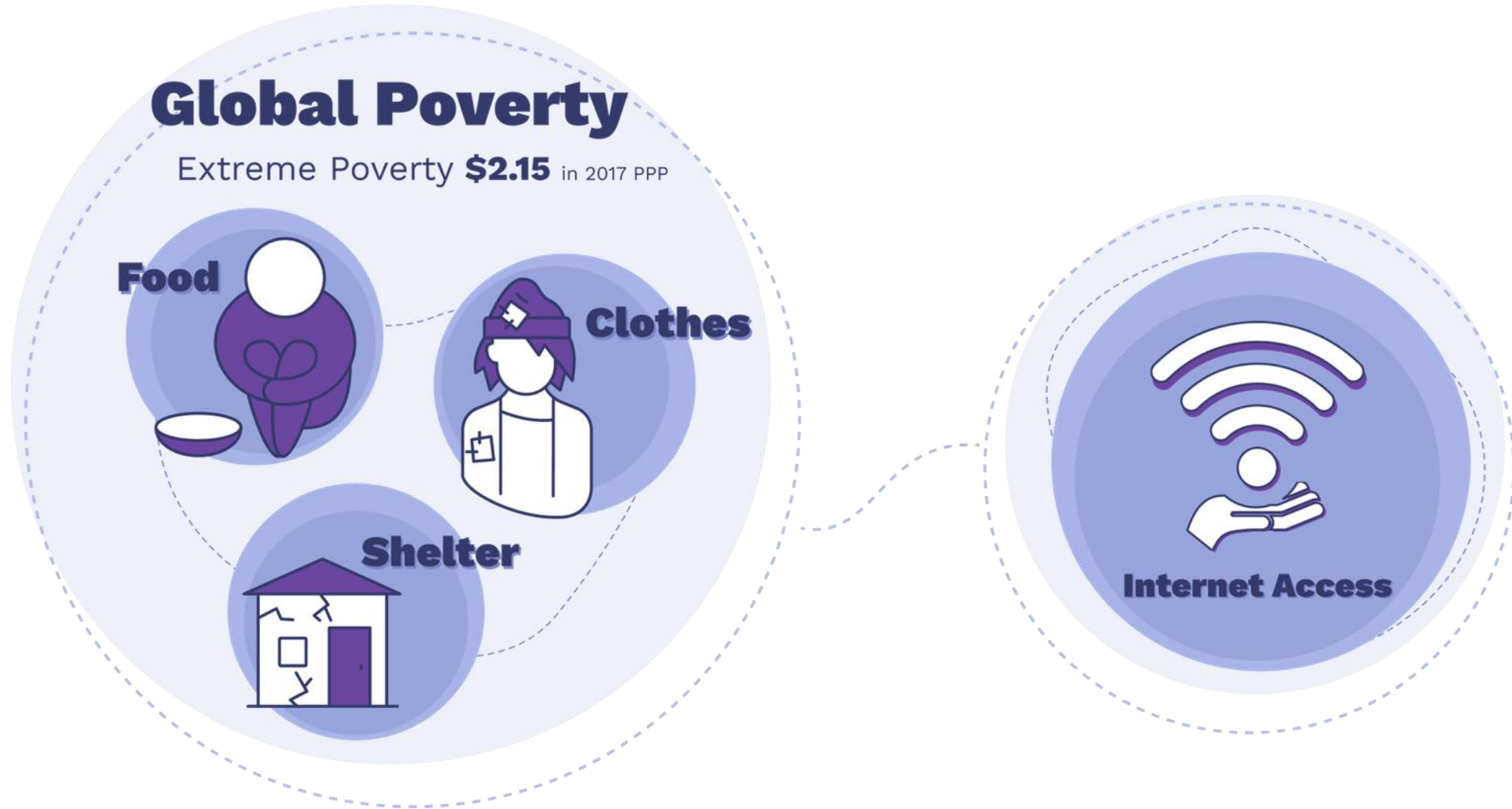


Indonesia's bottled water market by age group 2020-2030

Age Group	Expenditure (2020)	Expenditure (2030)
0-15	201m	235m
15-20	503m	734m
30-50	532m	837m
50-65	250m	436m
65+	34m	88m
Total	1.5bn	2.3bn

¹Upper consumer class refers to anyone spending \$50+ per day (in 2011 PPP)

Internet access as another dimension of poverty



The three pillars of internet poverty



Quantity

- Data included in internet baskets
- Data needed for different applications (e.g. news, education)

Threshold:

1GB data-only mobile broadband



Quality

- Download/upload speed
- Bandwidth
- Latency
- 2G/3G/4G coverage
- # of servers per 1M people

Threshold:

10 Mbps of download speed



Affordability

- Price of mobile internet
- Share of total individual expenditure on access to mobile internet

Threshold:

10% of total spending



1.19 billion

OR **15% OF THE WORLD POPULATION** ARE LIVING IN INTERNET POVERTY

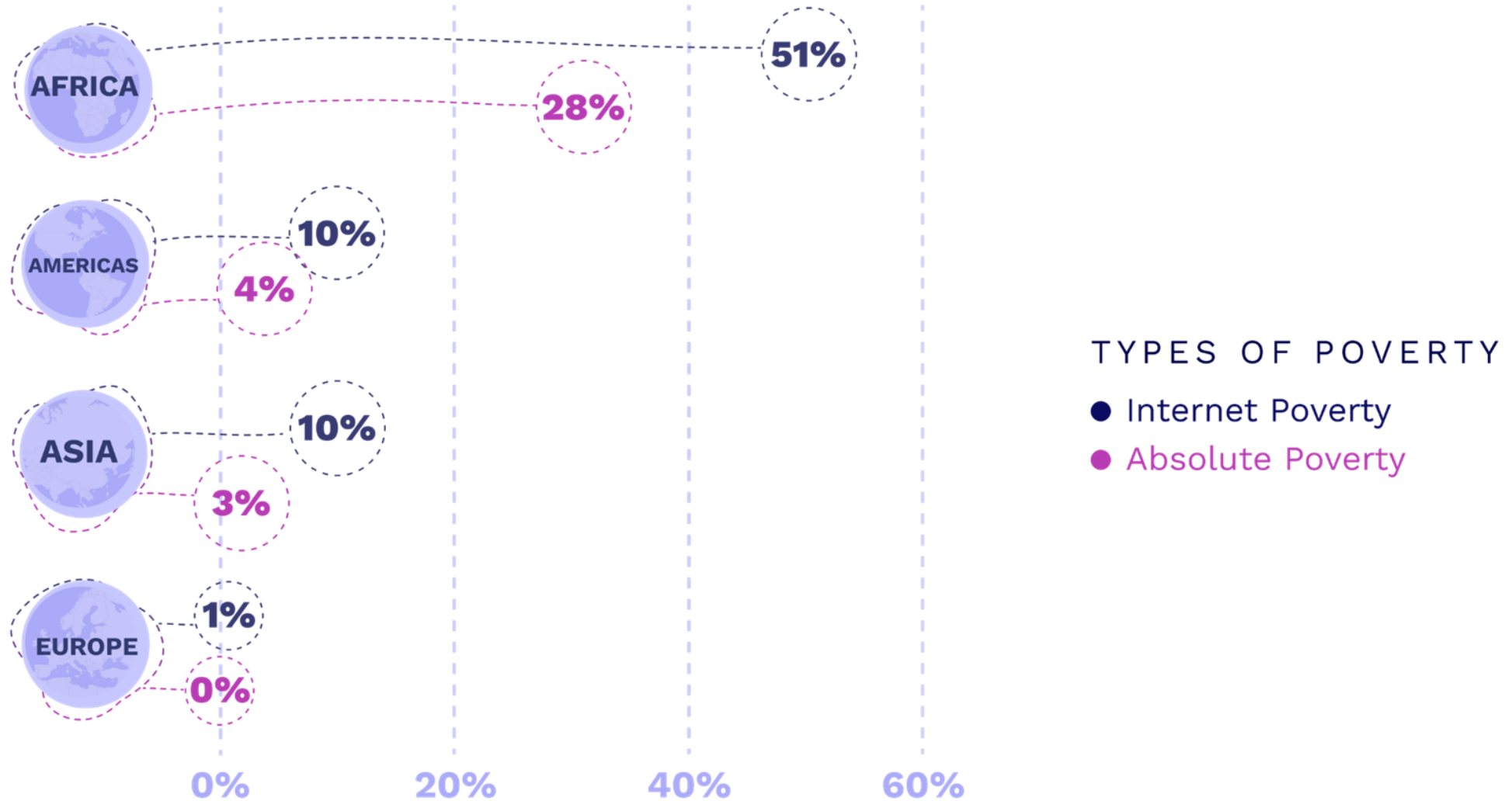
603 million

INTERNET POOR IN
AFRICA

472 million

INTERNET POOR IN
ASIA

Where are the internet poor?



TYPES OF POVERTY

- Internet Poverty
- Absolute Poverty

Share of population in (internet) poverty (in percent)



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Get in touch with our team to learn more about

- Your future global addressable market on a granular level
- Quantifying, modeling and forecasting SDGs and ESG trends
- WDL's macroeconomic insights and thought leadership

Dr. Katharina Fenz

Lead Data Scientist

katharina.fenz@worlddata.io

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