

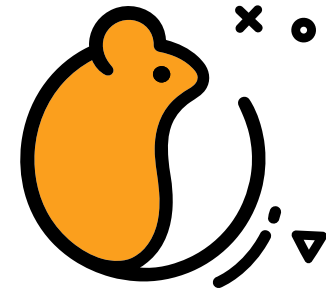


# CELEBRATING LUNAR NEW YEAR: *The Year of the Rat*

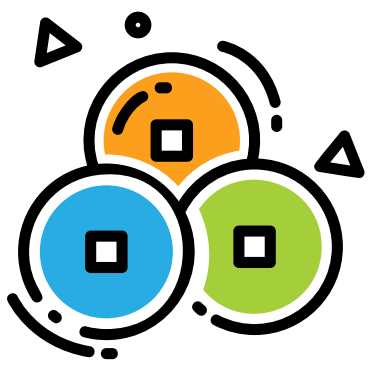
## FUN FACTS



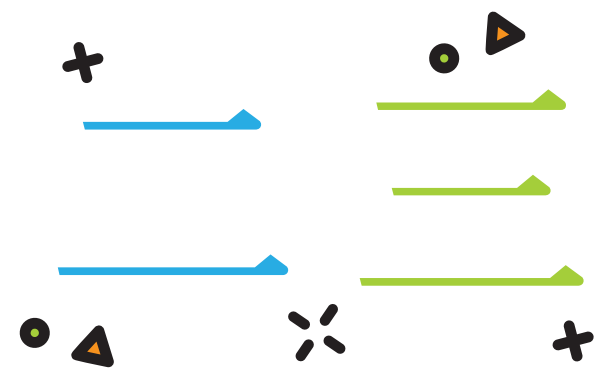
**Lunar New Year**, the beginning of the lunisolar calendar, starts on **January 25, 2020**. The holiday ends on **February 8, 2020** with the **Spring Lantern Festival**.



**2020 is the Year of the Rat.** Individuals born during the year of the rat are believed to be **resourceful, quick-witted, diligent, and optimistic.**



**2020 lucky colors:**  
gold, blue, green

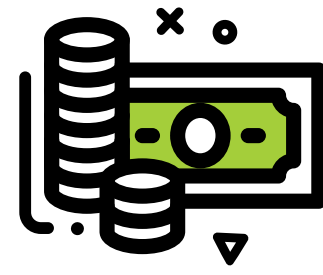


**2020 lucky numbers:**  
2, 3

## CONSUMER TRENDS DURING LUNAR NEW YEAR



In 2019, Chinese consumers spent a total of **\$149 billion at restaurants, shopping malls and online outlets** over the week-long holiday<sup>1</sup>.



Respondents surveyed across different countries by the United Overseas Bank revealed their average Lunar New Year budget to be<sup>2</sup>:

**\$1,890** in **Singapore**    **\$800** in **Indonesia**    **\$1,000** in **Malaysia**



Consumers in China are increasingly conducting their holiday shopping **online**. **Cellphones, computers and home appliances** topped holiday shopping lists in 2019<sup>1</sup>.



**Spending at tourist venues increased 8.2% to \$74 billion** year-over-year, from 2018 to 2019. Top tourism destinations last year included **Hong Kong, Thailand and Macau**<sup>1</sup>.

## HOW CAN EXPONENTIAL HELP YOU REACH YOUR MOST VALUED AUDIENCES?

Maximise your brand's impact on the audiences that matter most. With compelling video-driven ad formats proven to capture consumer attention, Exponential can help drive consumer action across devices and at scale.

Contact [sales@exponential.com](mailto:sales@exponential.com) for information on how you can make more meaningful connections with your audiences in the new year.

