



Press Release

UC Browser Registers 130 Million Monthly Active Users in India

- *UCWeb launches new version UC Browser 12.0 for India market*
- *Version 12.0 Buffers with Zero Lag, Saves 50% Data on Video Consumption*
- *Video most popular content category, witnesses 60% growth on the browser*

New Delhi, February 07, 2018: UC Browser, a flagship product of UCWeb, an Alibaba Mobile Business Group company, has announced a new version of its popular browser in India. UC Browser 12.0, upgraded to support faster video content consumption on mobile, now consumes 50% less data and buffers with zero time lag. Registering another major milestone, UC Browser has crossed 130 Million Monthly Active Users (MAUs) in India as of January 2018. UC Browser, with a leading market share of over 43% as per StatCounter, is the sixth-most downloaded app in India and the only one in the top 10 that is not a social media or entertainment App, according to reports from Mary Meeker and Kleiner Perkins.

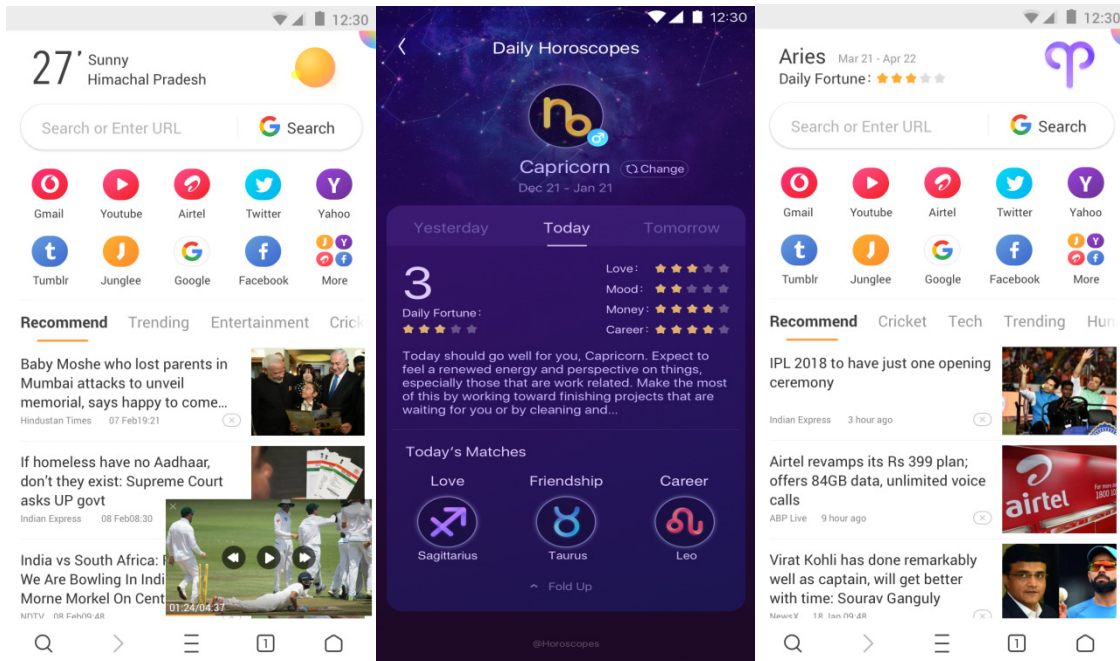
Addressing the media on her visit to India, **Shallia Li, Head of UC Browser (International Business Department) at Alibaba Mobile Business Group** said, “UCWeb has always been dedicated in making content easily accessible for users, even when they are in limited bandwidth area. With evolving user demands, we are also upgrading our technology. Our data compression technology now provides a ‘No buffering’ video watching experience. Our vision of “Content for everyone, Every Content for One” is making content accessible for users regardless of network infrastructure and mobile hardware type while also personalizing and customizing the content as per user's preference.”

Content consumption on UC Browser has been on a steady rise. The browser has witnessed 50% growth in page views on UC Browser’ news feed from 2nd Quarter to 4th Quarter in 2017 in both India and Indonesia markets. Keeping this in mind, UC Browser has upgraded from a traditional tool-plus product to a content distribution platform powered by big data technology. It provides Indian users with

numerous content of diverse genre in the form of photo, text and video. UC Browser's 'Be Smart' feature uses big-data technology to cater to user's demands with personalized recommendations and rich content.

Within the content stream, video remains the most popular category. According to App Annie's report on State of Video streaming Apps in Asia, the total data usage in top video streaming apps in India saw a big surge of 165% from H1 2016 to H1 2017, surpassing other markets like Thailand, South Korea and Japan. UC Browser also registered 60% growth in video views from Q2 2017-Q4 2017 in India and Indonesia markets, making it the most popular user activity on the platform in 2017.

UC Browser 12.0 gives users a refreshing experience with its new features and will now make video watching more joyful. The users can save over 50% internet data while watching videos, which can play without buffering and can be watched while it is downloading. There is automatic switch definition and a video preview feature as well. The new version guarantees better viewing experience for lower-end phones. It optimizes video loading and downloading of top sites and pre-loading of video information flow. With the addition of the Smart Weather and Smart Zodiac Signs feature, browsing is now more personalized.



About UCWeb

UCWeb Inc. (UCWeb), a business within Alibaba Mobile Business Group, is a leading provider of mobile internet software and services. Since the inception in 2004, UCWeb's mission has been to provide better mobile internet experience to people around the world. The international product portfolio of UCWeb includes UC Browser (mobile browsing service), UC News (content distributor), 9Apps (Android app store), and UC Union (mobile traffic and monetization platform). UC Browser is one of the world's top 3 mobile browsers (as per StatCounter). UC Browser has reached 430 million Monthly Active Users, while 9Apps has clocked over 250 million globally. Additional information about UCWeb and its products can be found at www.ucweb.com



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