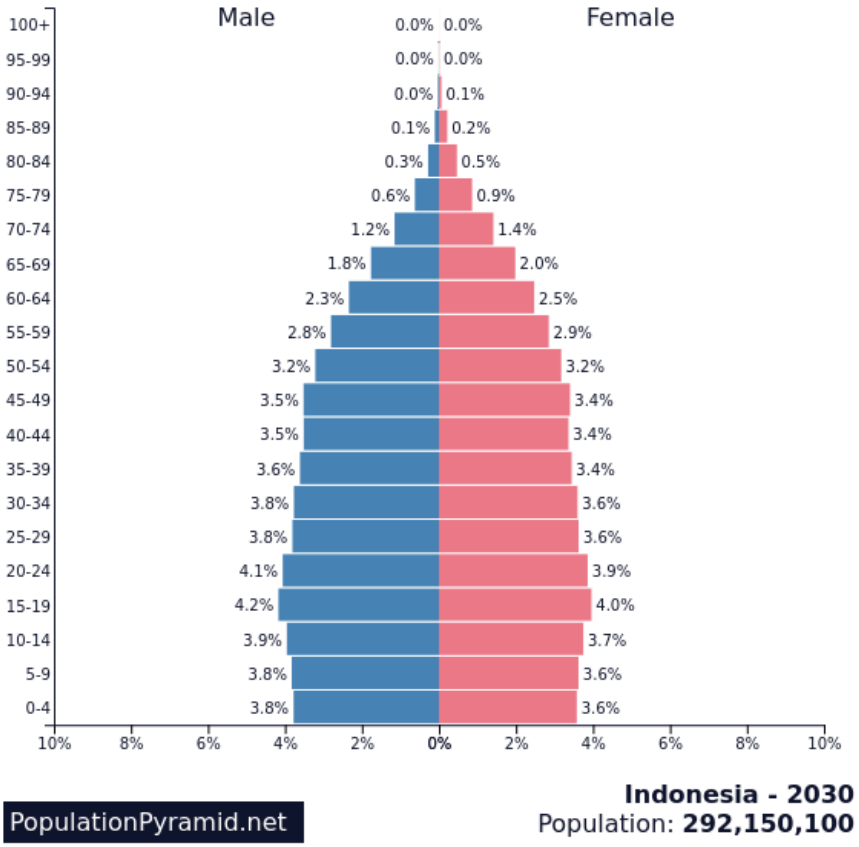
Total Addressable Market

Assumptions

1. Only young adults of 18 years or above can legally trade in Indonesia
2. All the users who can trade in Indonesia will trade
3. Pluang will become enough dominating in the market that everyone who wants to trade in Indonesia will do it via Pluang
4. Future population trend:



- Life Expectancy in Indonesia is around 74 years
- According to the latest census and demographic data approximately 53% of Indonesia's population falls within the age range of 18 to 74 years old
- This age bracket covers a significant portion of the population actively participating in the workforce and potentially engaging in various economic activities, including investing
- The population of Indonesia is approximately 270 million people as of the most recent estimates
- This would mean a total market potential of about **135 million** in Indonesia alone
- Future scope - around 60% of 290 million = **174 million**