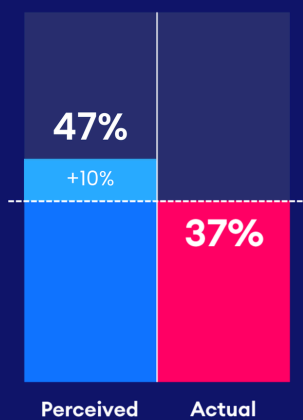


STRONG FAMILIARITY WITH AI



7 in 10 sellers indicate that they have heard of and know what AI is.

IMPLEMENTATION GAP

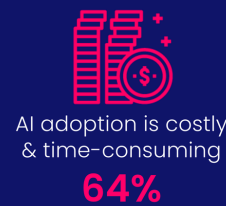
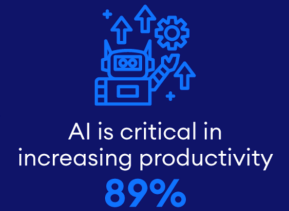


A consistent gap exists between perceived and actual adoption of AI for sellers across Southeast Asia.

DIFFICULTY IN ASSESSING AI EFFICACY & COST IMPLICATIONS



VS



VS



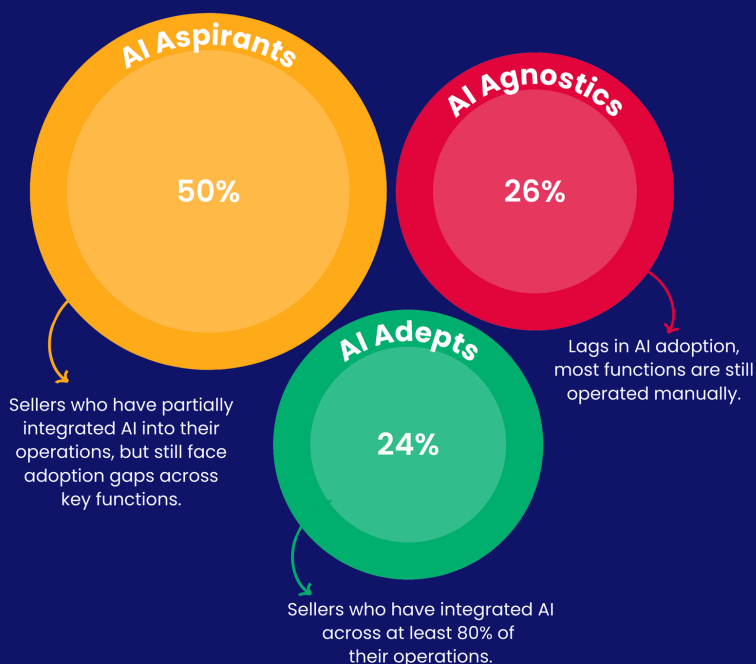
SUPPORT NEEDED FOR AI ADOPTION



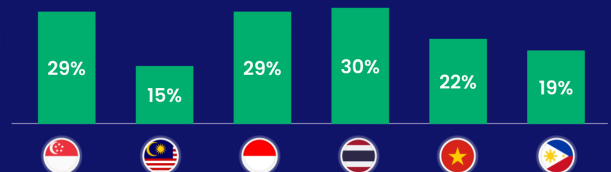
3 in 4 sellers require additional support in their AI journey.

THE AI-READINESS INDEX LEVEL

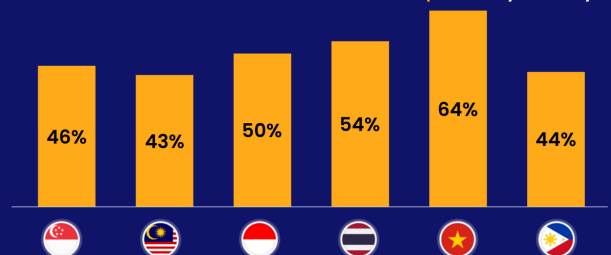
SEA Average



% of AI Adept by Country



% of AI Aspirants by Country



% of AI Agnostics by Country

