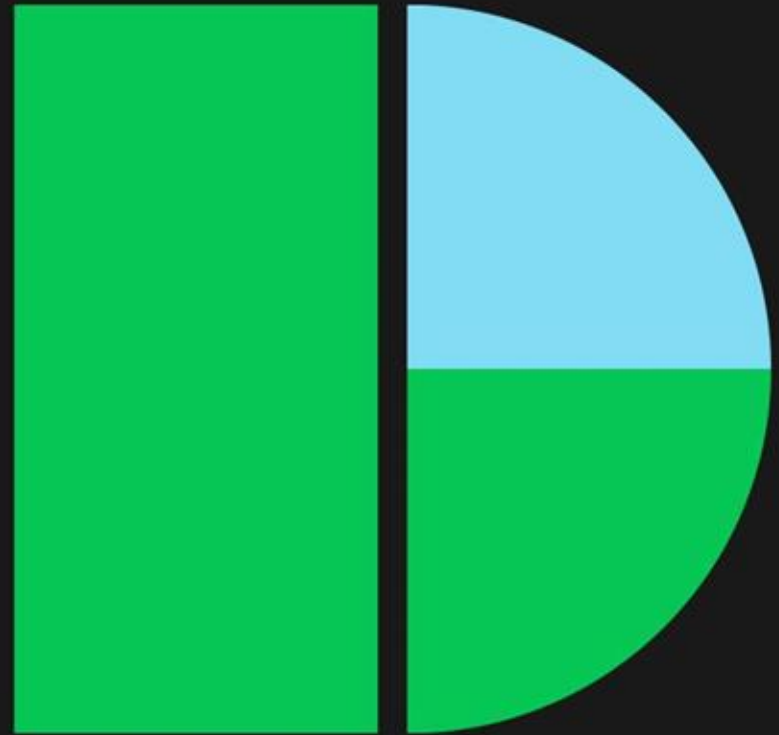


LINE Biz - Solutions

LINE Wallet Popup AD

2026.09



LINE Wallet

Reach consumers at key moments before purchase
- before they make a payment, look for deals, shop, send gifts, or travel.

15M+ Monthly
Active Users

Payment &
Checkout

LINE Pay /
e-Invoices

High
Purchase
Intent

LINE Shopping /
LINE Gift

Everyday
Life &
Leisure

Travel / Dining &
Leisure
MINI Home

Deals &
Rewards

LINE POINTS

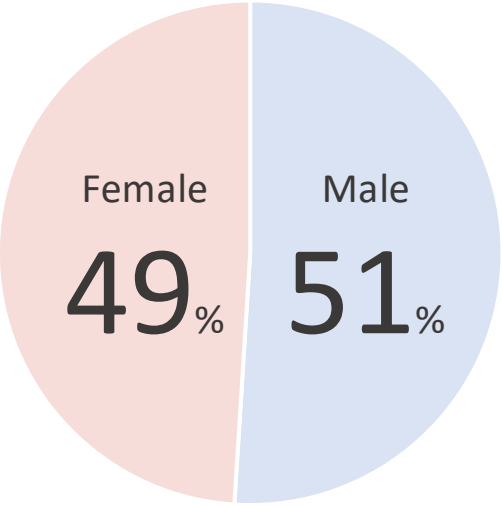


LINE

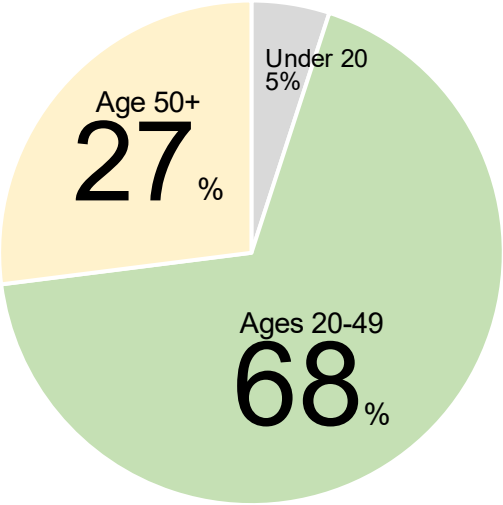
LINE Wallet Audience Profile

LINE Wallet brings together everyday spending touchpoints across payments, rewards, shopping, gifting, and travel. With Wallet Popup, brands can reach a gender-balanced audience, primarily aged 20-49, just before users pay, look for deals, shop, or plan everyday purchases.

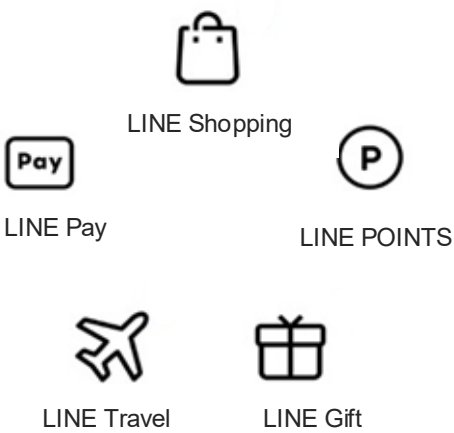
Audience Gender Split



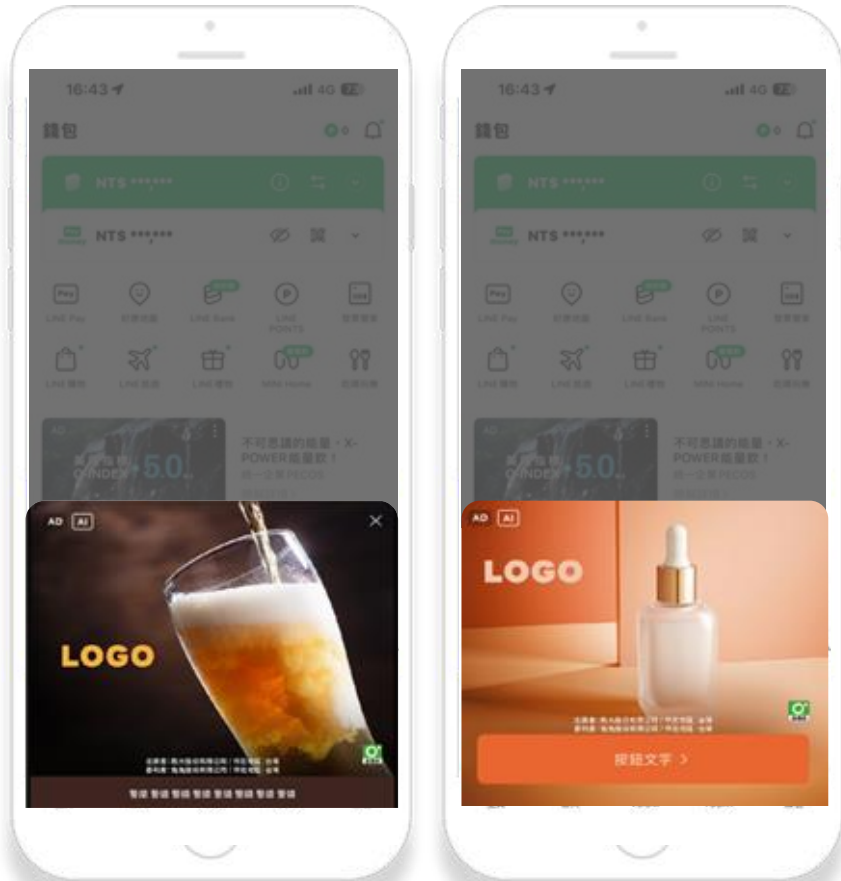
Audience Age Split



Highest Daily Touchpoints



Wallet Popup AD Advantages



High-Intent Wallet × High-Impact Popup Drive Awareness and Action Before Purchase

Reach users before they pay, look for deals, shop, send gifts, or travel.
Capture Attention and Drive Action Before Purchase

High-Impact
Visual
Exposure

High CTR

15%-18%

Click to
Drive Action

Daily Conversions
vs. Awareness Ads

▲ 56x

Reach Users
Before
Purchase

Retail & beauty
Travel & entertainment
Everyday essentials

Wallet Popup AD Case Study | High-Impact Branding & Strong Conversion Results



CTR
17.6%

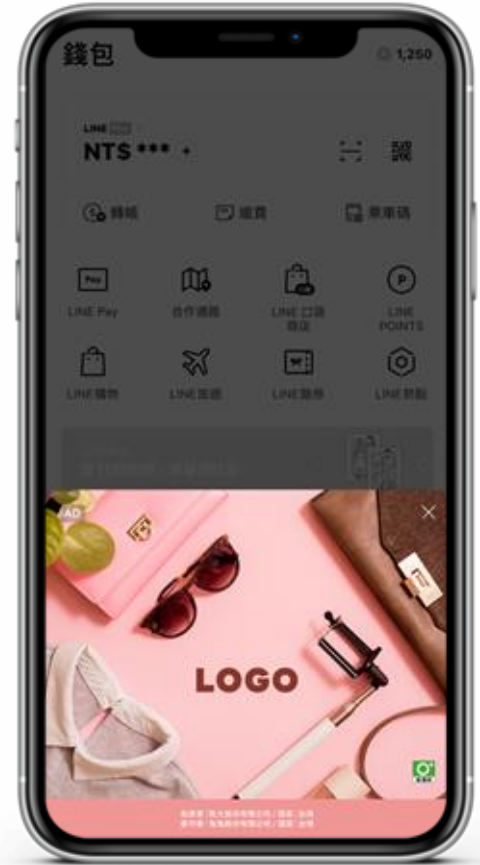
**Daily Conversions
vs. Competing
Awareness Ads**

▲ 56x

LINE

Wallet Popup AD - Sales Specifications

Flight Duration	3 Consecutive Days	1 Day (24 Hours)
Frequency Cap per User (Note 1)	Once	
Audience	All LINE Users	
Est. Unique Reach / Impressions (Note 2)	2.7M	1.1M
Campaign Schedule	00:00 on Day 1 to 23:59 on Day 3 Campaign must start on a business day	00:00-23:59 Campaign must start on a business day
Creative Format	Static Image	
Price	List NTD 1,000,000 → Promo NTD 800,000 (excl. tax) / slot	NTD 400,000 (excl. tax) / slot
Monthly Availability	Up to 2 flights/month (Note 3). Limited inventory; first signed, first served. Contact your LINE sales representative for available dates.	Up to 6 flights/month (Note 3). Limited inventory; first signed, first served. Contact your LINE sales representative for available dates.
Notes	1. During a campaign, each user entering LINE Wallet will see the ad once. After it is viewed or closed, it will not appear again in that period. Display timing may vary with network conditions without affecting delivery. 2. Figures are estimates, not guarantees, and may fluctuate with daily LINE user behavior. 3. Wallet Popup inventory is capped at 6 total campaign days per month. Example: after three 1-day slots are sold, one 3-day slot remains available.	



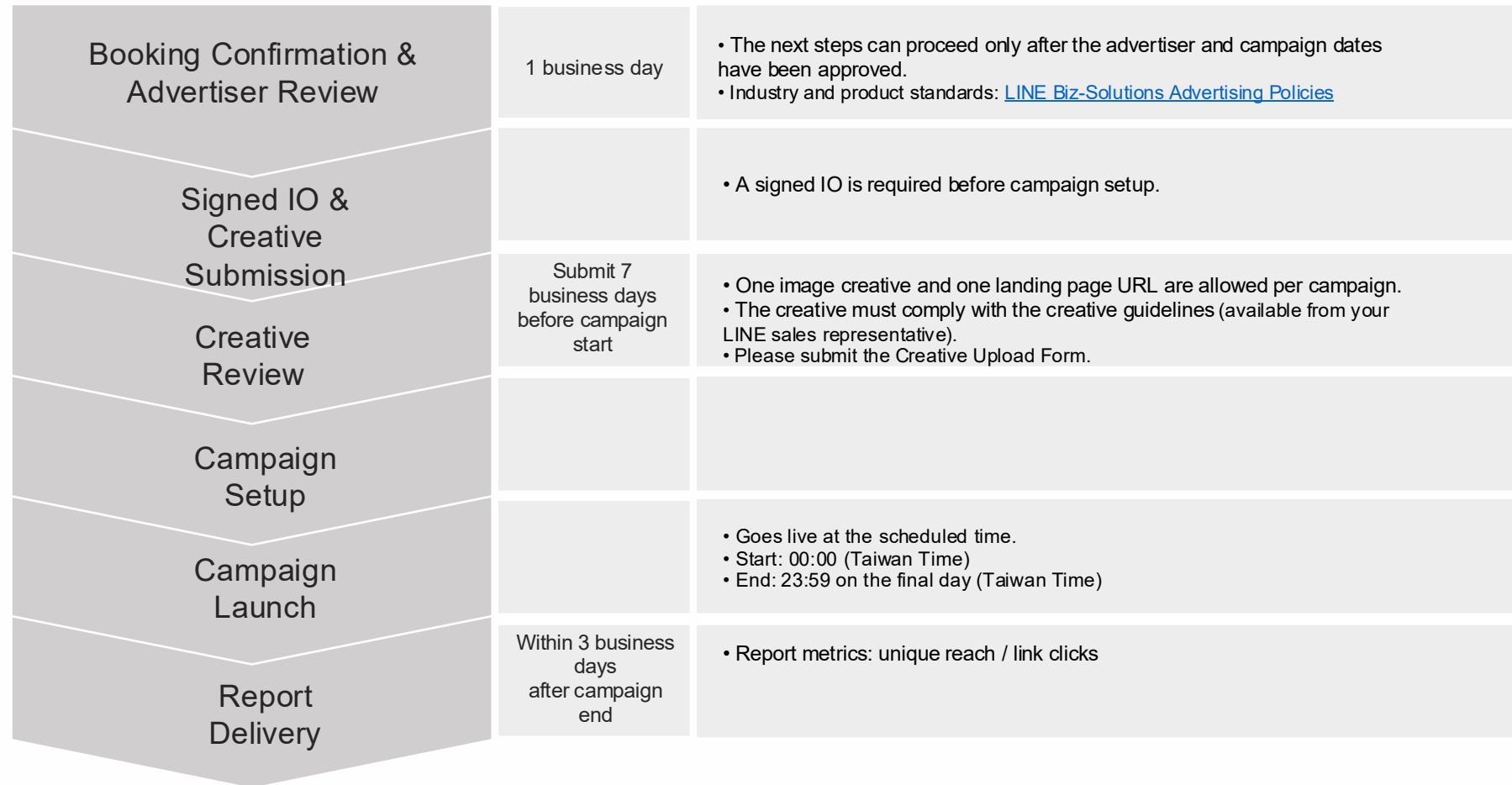
Q4 2026 Limited-Time Offers

Offer	Promotional Price	Eligibility / Notes
New Advertiser Intro Offer 1-day slot: NTD 100,000 off; new advertiser price: NTD 300,000/slot (list price: NTD 400,000) 3-day slot: NTD 150,000 off; new advertiser price: NTD 650,000/slot (list price: NTD 800,000)	Instant discount for new advertisers	• Eligible if the company's Taiwan Unified Business Number (UBN) has not previously purchased this product.
1-Day Multi-Flight Package - Starter Book 2 slots in one IO; 15% off.	~~List NTD 800,000~~ Promo NTD 680,000 (15% off)	• For bookings of 3 or more slots, campaigns may not run for more than 3 consecutive days.
1-Day Multi-Flight Package - Advanced Book 3-5 slots in one IO; 30% off.	3 slots: ~~List NTD 1,200,000~~ Promo NTD 840,000 (30% off) 4 slots: ~~List NTD 1,600,000~~ Promo NTD 1,120,000 (30% off) 5 slots: ~~List NTD 2,000,000~~ Promo NTD 1,600,000 (30% off)	
1-Day Multi-Flight Package - Premium Book 6 slots in one IO; 35% off.	~~List NTD 2,400,000~~ Promo NTD 1,560,000 (35% off)	

Notes:

- Offer valid through Dec. 31, 2026. The IO must be signed and all campaigns completed by Dec. 31, 2026.
- Does not apply retroactively to completed or ongoing campaigns.
- Availability is subject to saleable inventory. If the product is discontinued or adjusted, the discount cannot be transferred to another product.
- All prices are in New Taiwan dollars (NTD), excluding tax.
- Only one offer may be applied; offers cannot be combined.
- Wallet Popup delivery figures are estimates, not guarantees, and may fluctuate with overall daily LINE user behavior.

Campaign Booking & Delivery Process



*1. LINE may change the above timeline.

*2. Contact your LINE sales representative for availability.

• **Final creative specs:** [LINE Guaranteed Ads Specification Sheet](#)

• **Advertising policies:** [LINE Biz-Solutions Advertising Policies](#)

Sample Campaign Report

Date	Views	Clicks	CTR

Note
This is a sample report. The final format may vary.

THANK YOU

