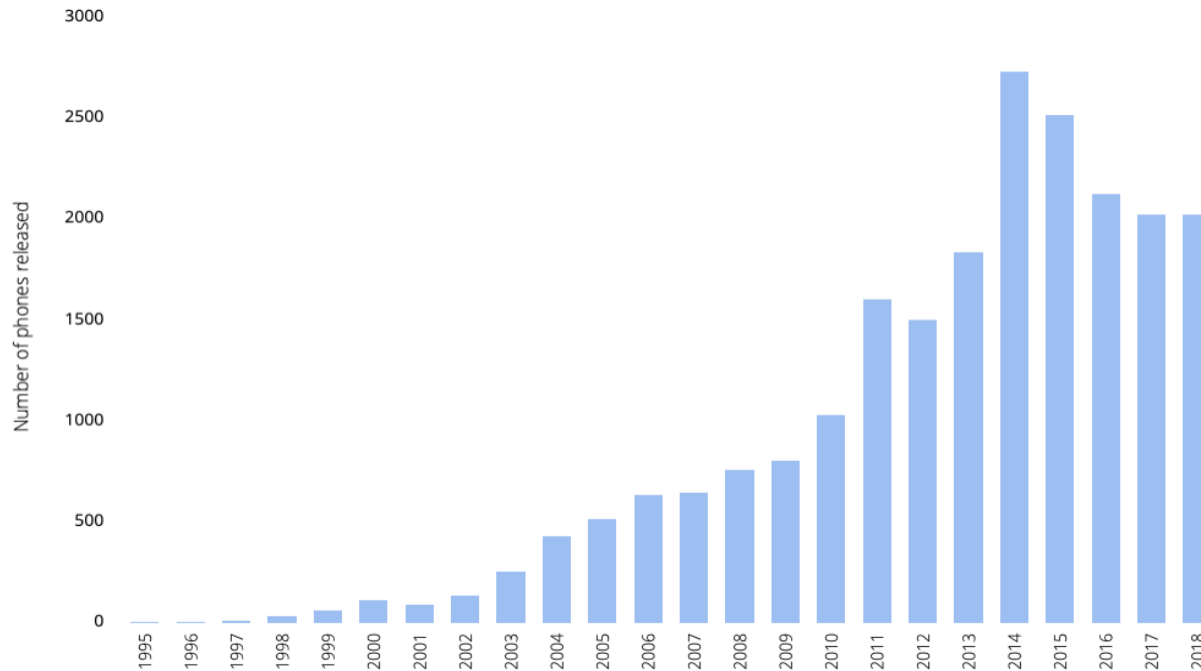


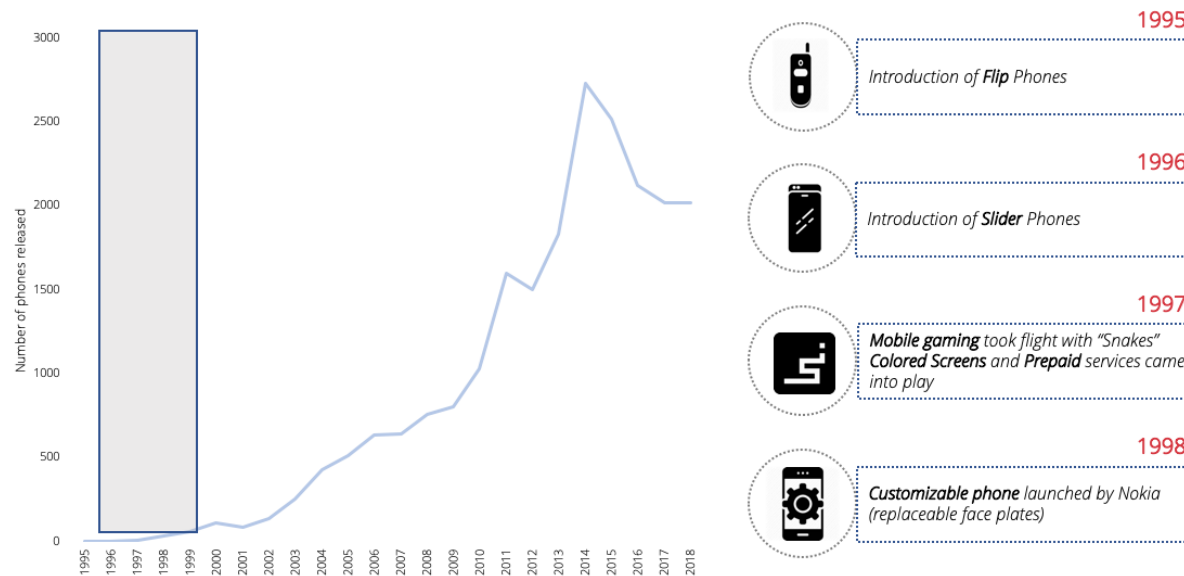
Evolution of the Mobile Phone Industry

Close to 2000 new models of phones are released every year.



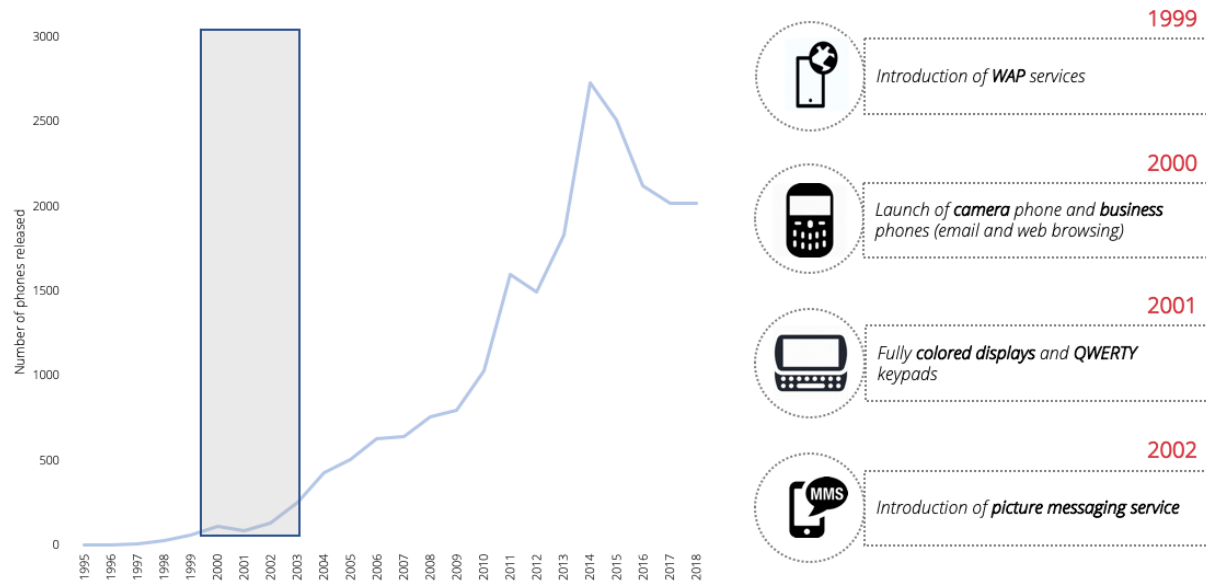
1995-1998: The Early Years?

Flip phones, colored screens and Snake took the world by storm.



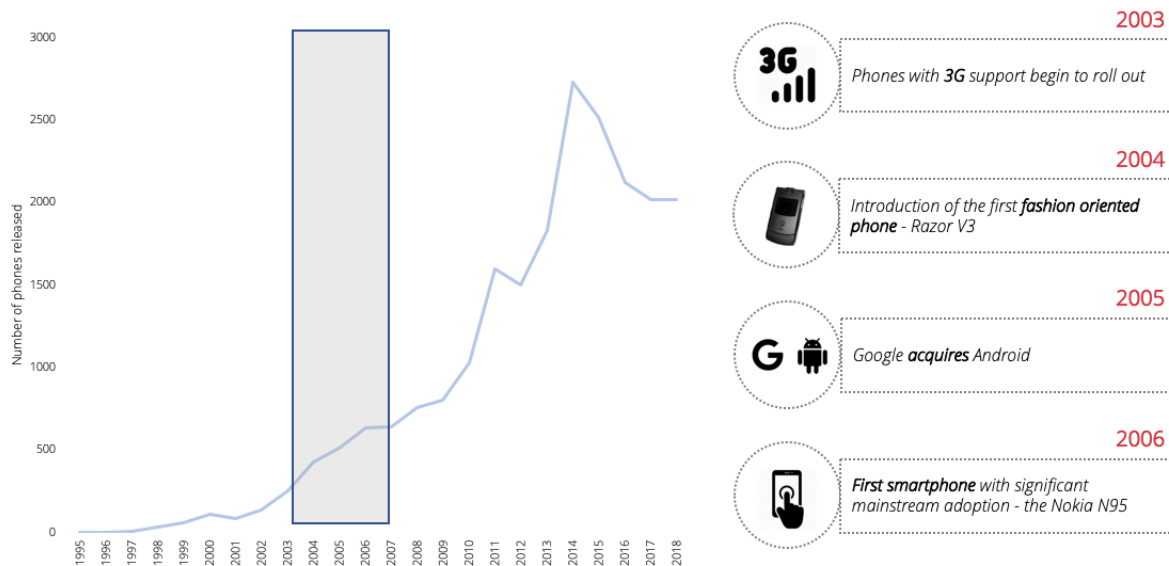
1999-2002: The Functionality Years

Camera phones, web browsers and QWERTY keypads made an entry.



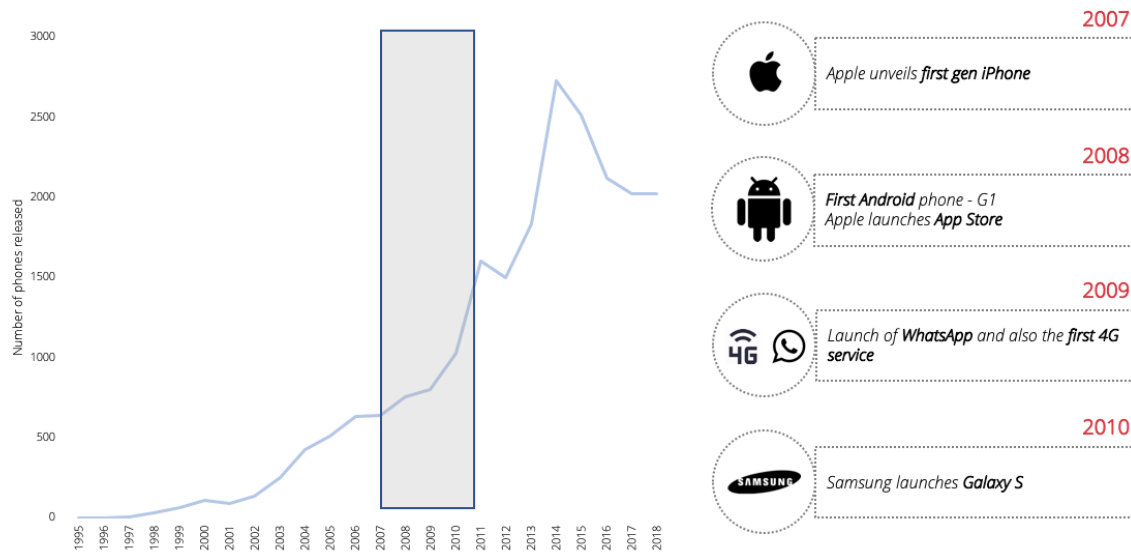
2003-2006: The Connectivity Years

With 3G becoming mainstream – enter the smartphone.



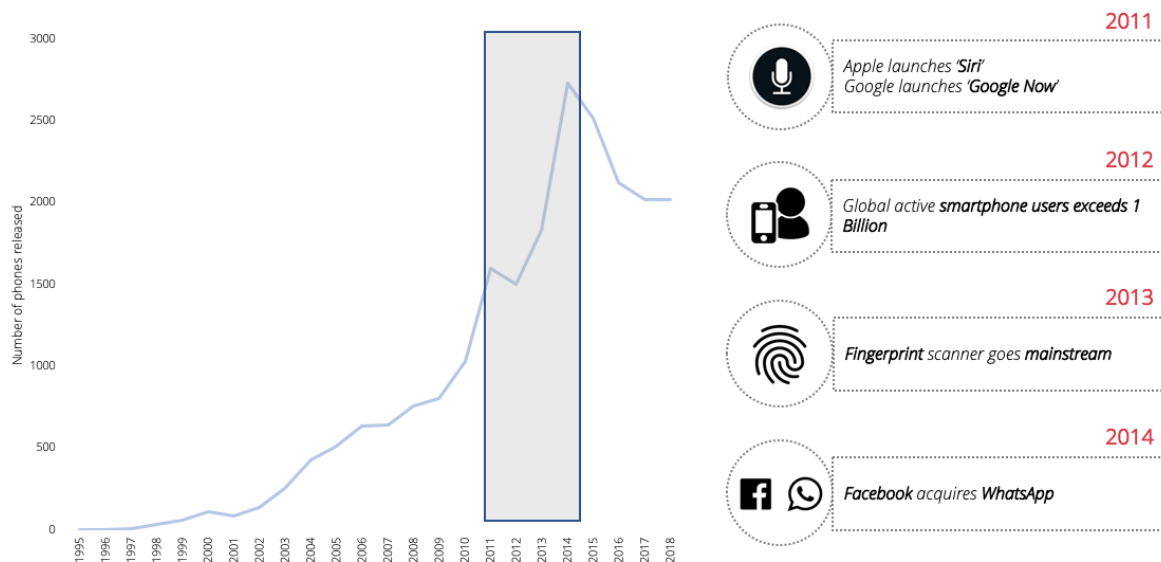
2007-2010: The App Years

WhatsApp launched and 4G was introduced.



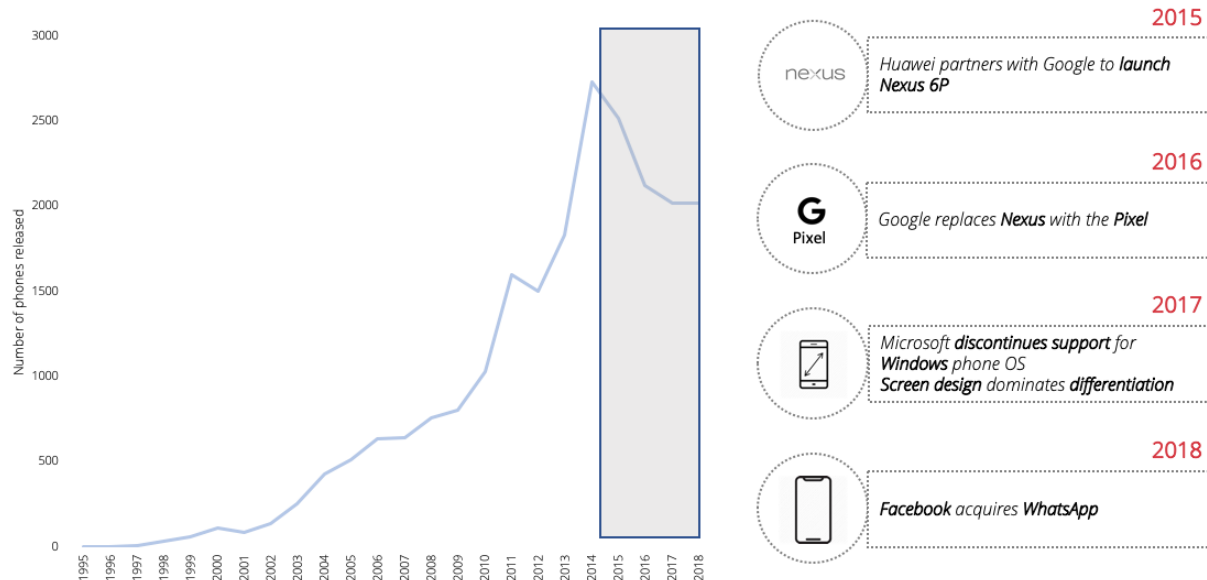
2011-2014: The Big Tech Years

Voice search and fingerprint scanning received native OS support.



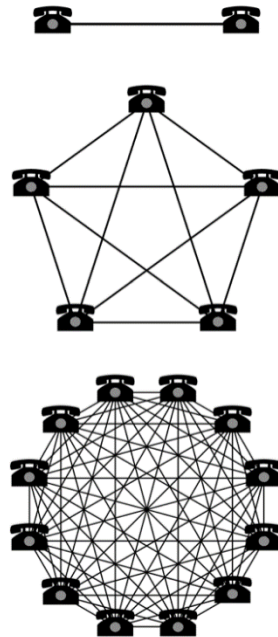
2015-2018: The Cool-Down Years

The innovation engine slowed down as incumbents fought to stay differentiated. Previously budget Chinese brands laid siege to the premium market.



How did smartphones become so indispensable?

At the heart of this growth is something called the "**Network Effect**".





Thank you!