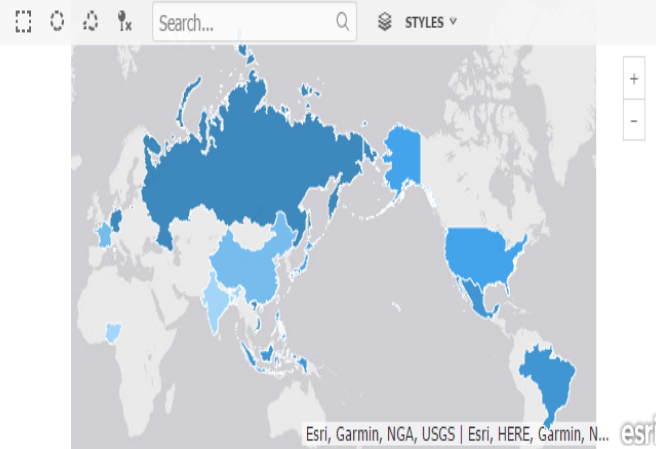
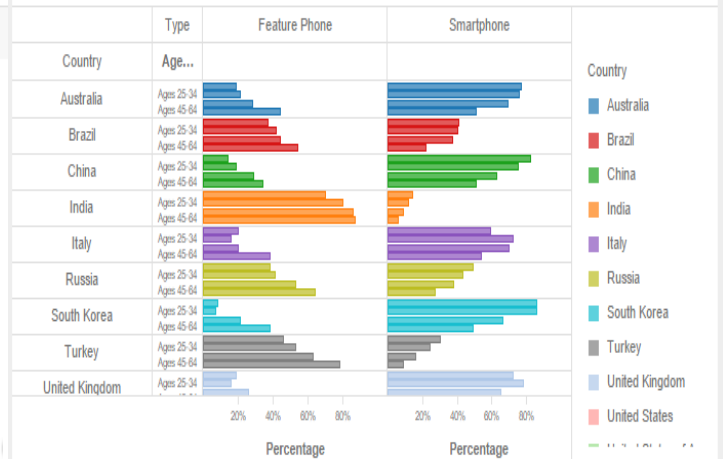




Mobile Penetration



Phone Trends by Age Group



Phone Usage Type

Usage Type Group	Avg (% Usage by Country)
Direct Marketing	38.24%
Applications	56.70%
Barcode or QR Scanning	19.33%
Instant Messaging	42.60%
Location-Based Services/GPS	39.40%
Mobile Banking	29.30%
NFC/Mobile Wallet	8.00%
Text Messaging/SMS	84.10%
Web Browsing	58.90%

Smartphone Penetration by Country

