

INDUSTRY AT A CROSSROADS

Unique Subscribers

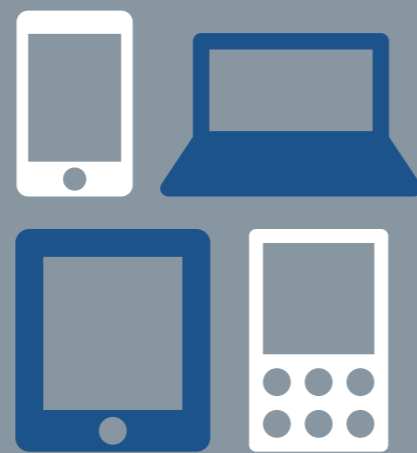


The phenomenon of multiple-SIM ownership continues to distort penetration rates

Unique Active SIM Penetration

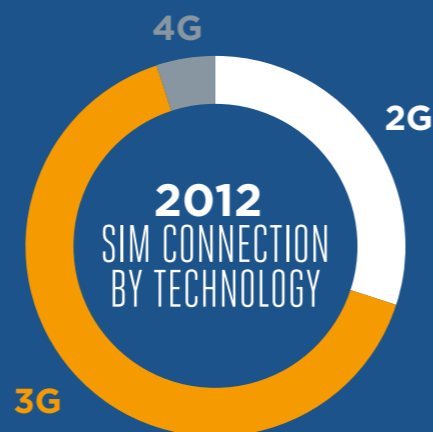


With multiple SIM ownership common in Europe as in other regions, the number of real subscribers is significantly lower than the number of SIM connections. Multi SIM ownership in Europe and other developed markets tends to reflect the trend to multi-device ownership.

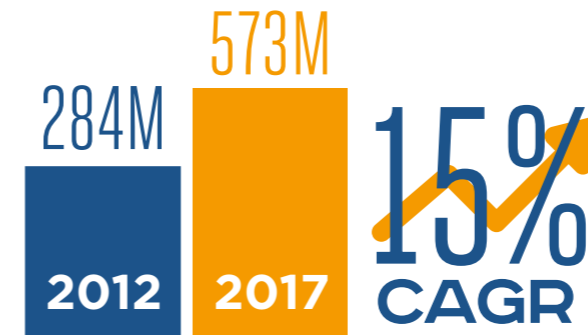


Smartphone Penetration

Smartphone penetration in Europe is already amongst the highest in the world.

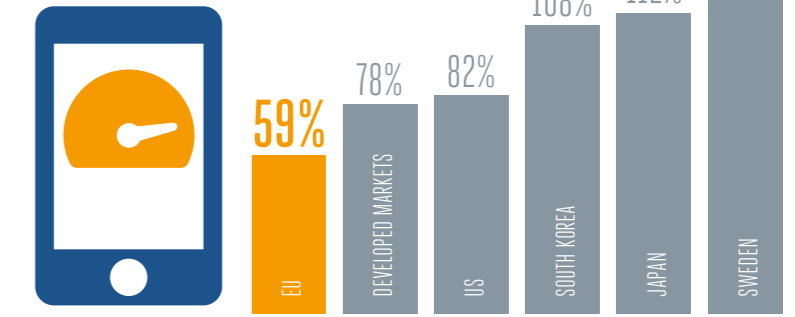


MBB Connections



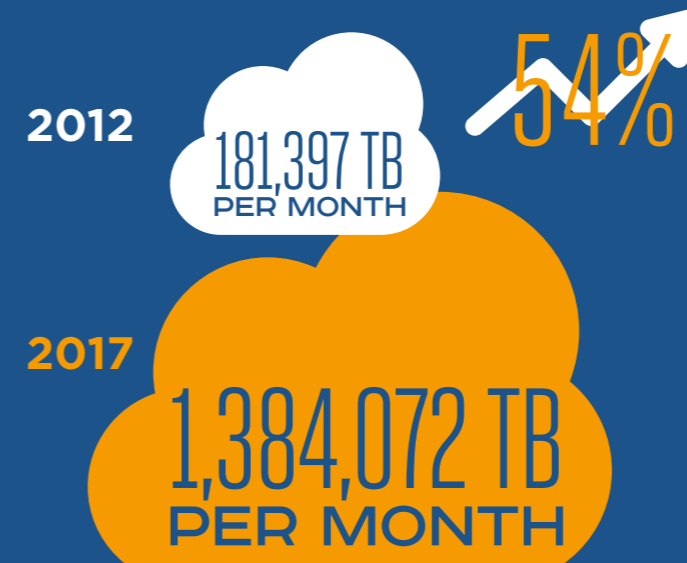
Mobile Broadband Penetration

Europe is lagging.

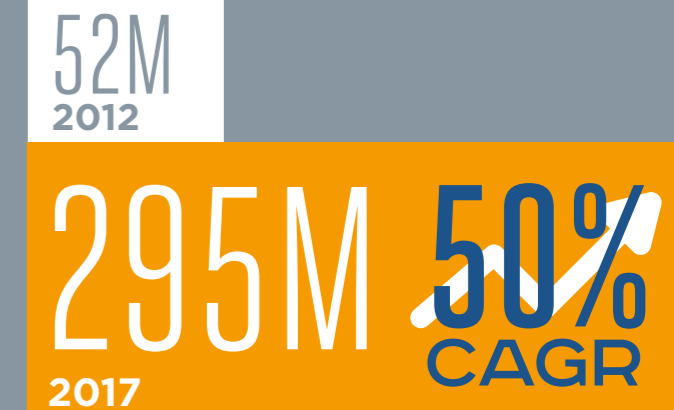
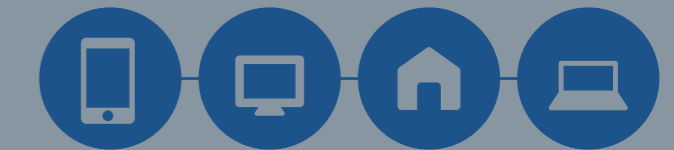


Mobile Data Volume

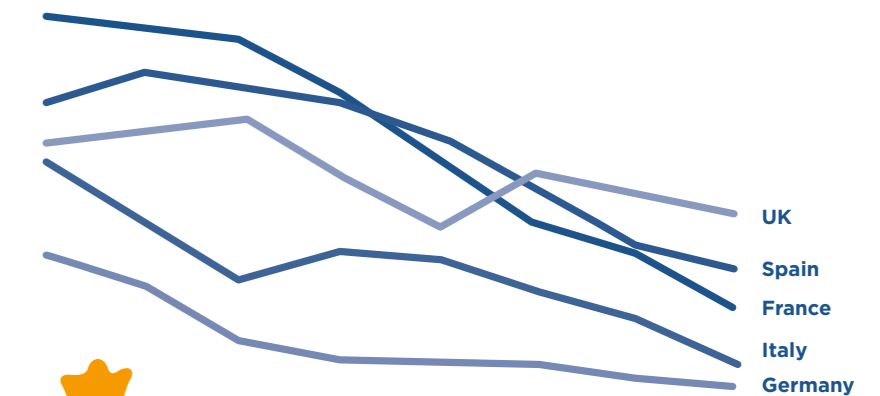
Substantial increase for Western Europe



M2M Connections



Industry revenue trends



Areas of concern include: Competition, Economic Recession, Regulation Overload, Fragmentation