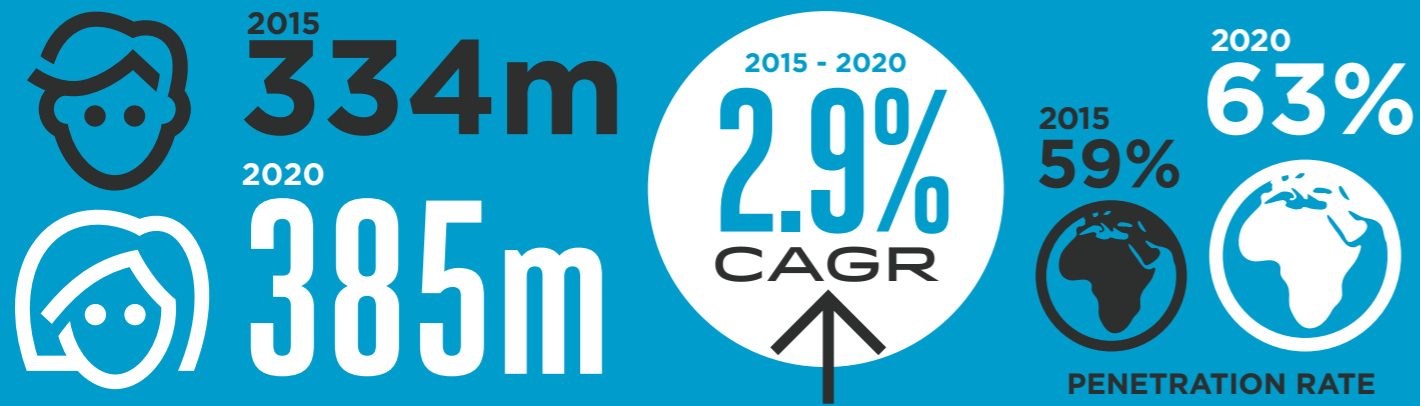
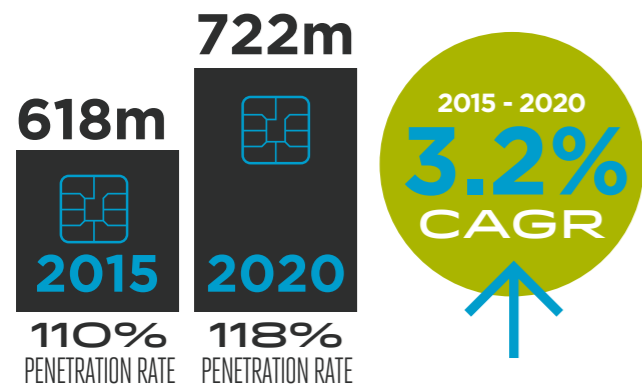


MOBILE ECONOMY MIDDLE EAST & NORTH AFRICA

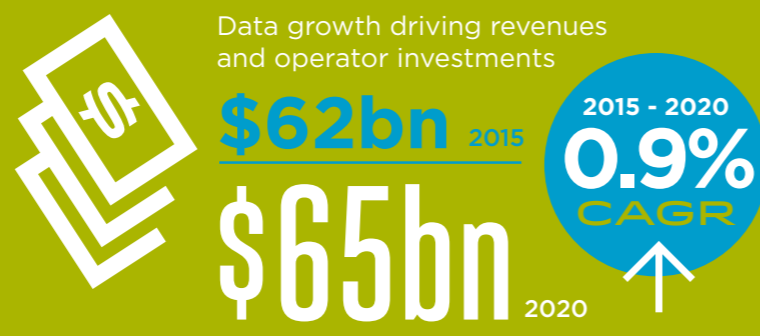
Unique subscribers



SIM connections Excluding M2M

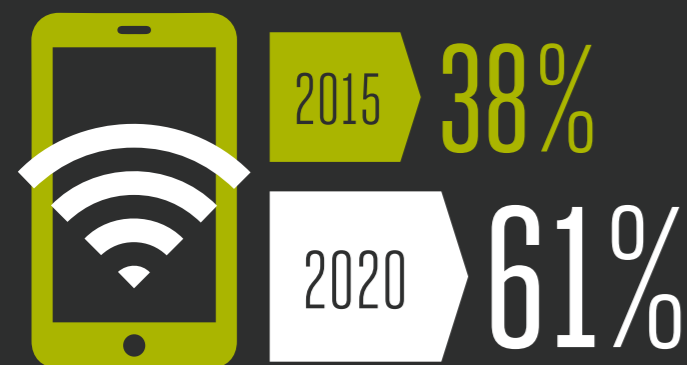


Operator recurring revenues

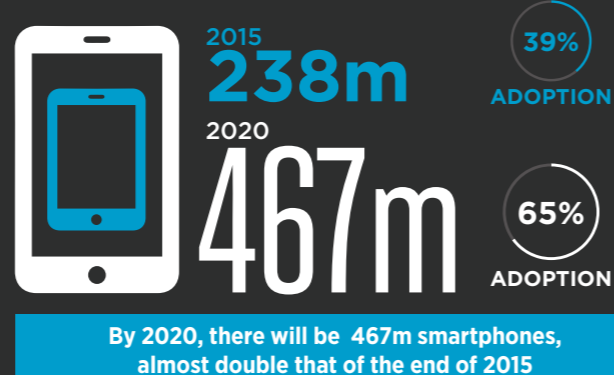


Accelerating moves to mobile broadband networks and smartphone adoption

MOBILE BROADBAND CONNECTIONS



SMARTPHONES



Mobile contributing to economic and social development across MENA



Delivering digital inclusion to the still unconnected populations
Mobile internet penetration
2015: 34%
2020: 47%

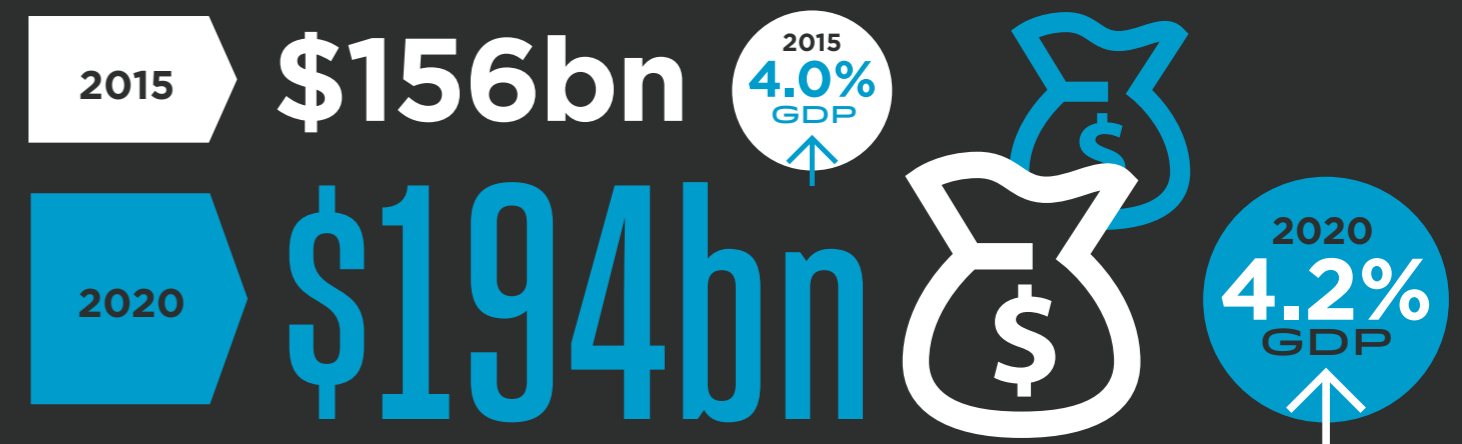


Delivering financial inclusion to the unbanked populations
in 10 markets in MENA via 20 service providers as of December 2015



Delivering innovative new services and apps
Number of cellular M2M connections to reach 27.7m by 2020

Mobile industry contribution to GDP



Public funding

Mobile ecosystem contribution to public funding before regulatory fees



\$15bn 2015

Employment

0.5m JOBS

Directly supported by mobile ecosystem in 2015



Plus an additional 0.6M indirect jobs supported in 2015