

GLOBAL MARKET

Unique mobile subscribers

2017
5.0bn

66% PENETRATION RATE (% of population) 71%

5.9bn

2025



CAGR 2017-25

2.1%

Mobile internet users

43% PENETRATION RATE (% of population) 61%

3.3bn 2017

5.0bn

2025



CAGR 2017-25

5.3%

Mobile operator capex



\$479bn

2018 — Capex (cumulative) — 2020

Internet of Things



7.5bn 2017

Total connections

25.1bn

2025

Smartphones % of connections*

57% 2017
77% 2025



% of connections* 29% 2017

53% 2025



1.2bn 2025

14% of connections*

*Excluding cellular IoT



Mobile industry contribution to GDP

4.5%

\$3.6tn 2017

5.0%

\$4.6tn 2022

SIM connections Excluding cellular IoT

7.8bn 2017

9.0bn

2025



1.9%

CAGR 2017-25

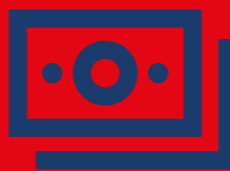
103% PENETRATION RATE (% of population) 110%

Mobile operator revenue

2017
\$1.05tn

\$1.10tn

2025



Public funding

Mobile ecosystem contribution to public funding (before regulatory and spectrum fees)

\$500bn

2017



Employment



Number of jobs directly and indirectly supported by mobile ecosystem

29m

2017