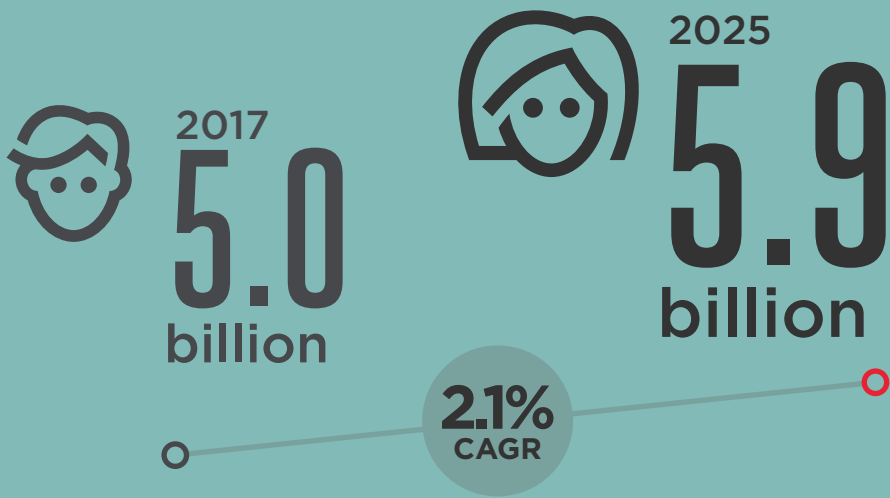




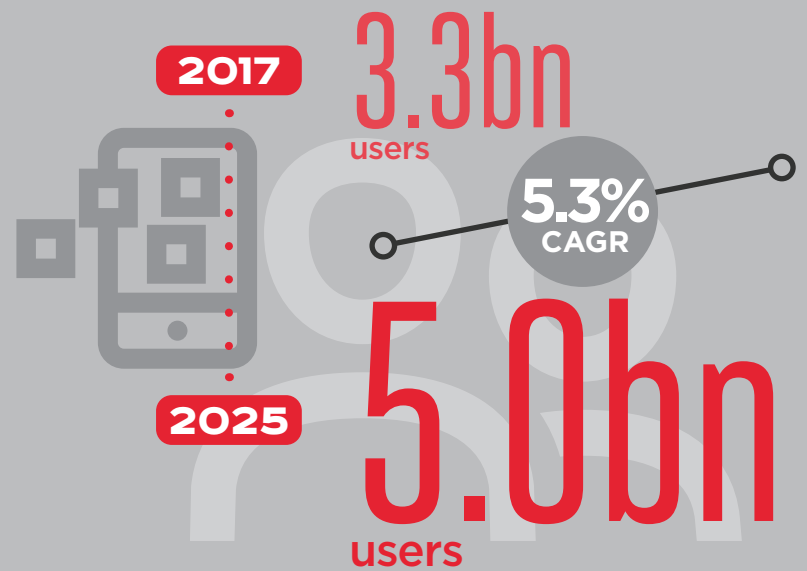
UNIQUE MOBILE SUBSCRIBERS AND MOBILE INTERNET USERS

Assessing the growth story: beyond subscribers

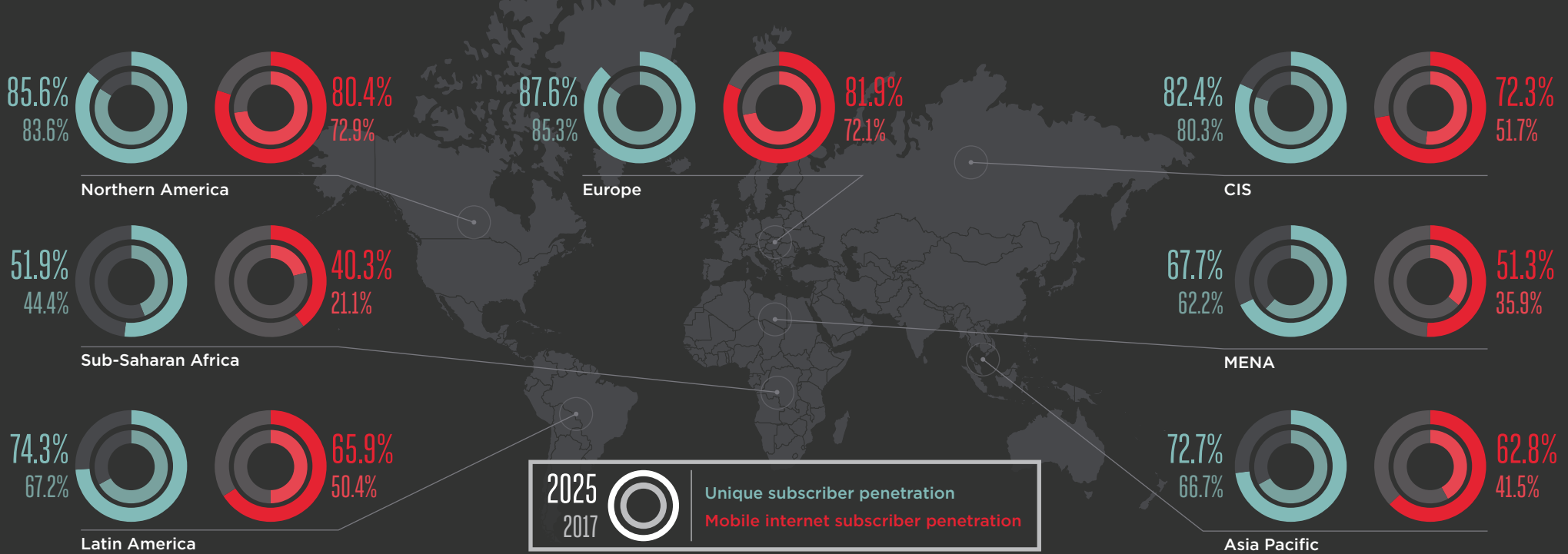
Unique subscribers



Mobile internet users

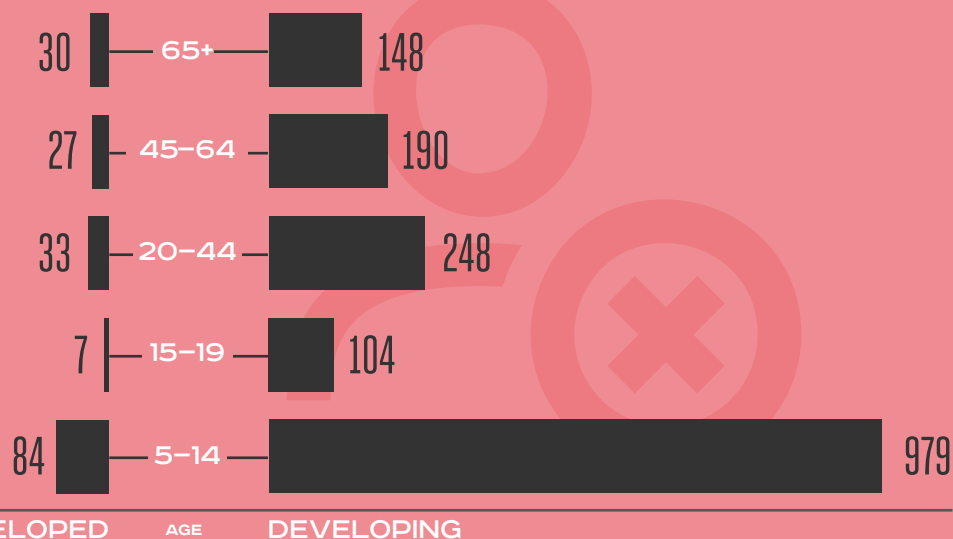


Growth in population penetration, 2017-2025



Unconnected addressable population

Million, 2025



By 2025 the **younger** demographic in **developing** markets will account for the majority of those still unconnected to mobile services