

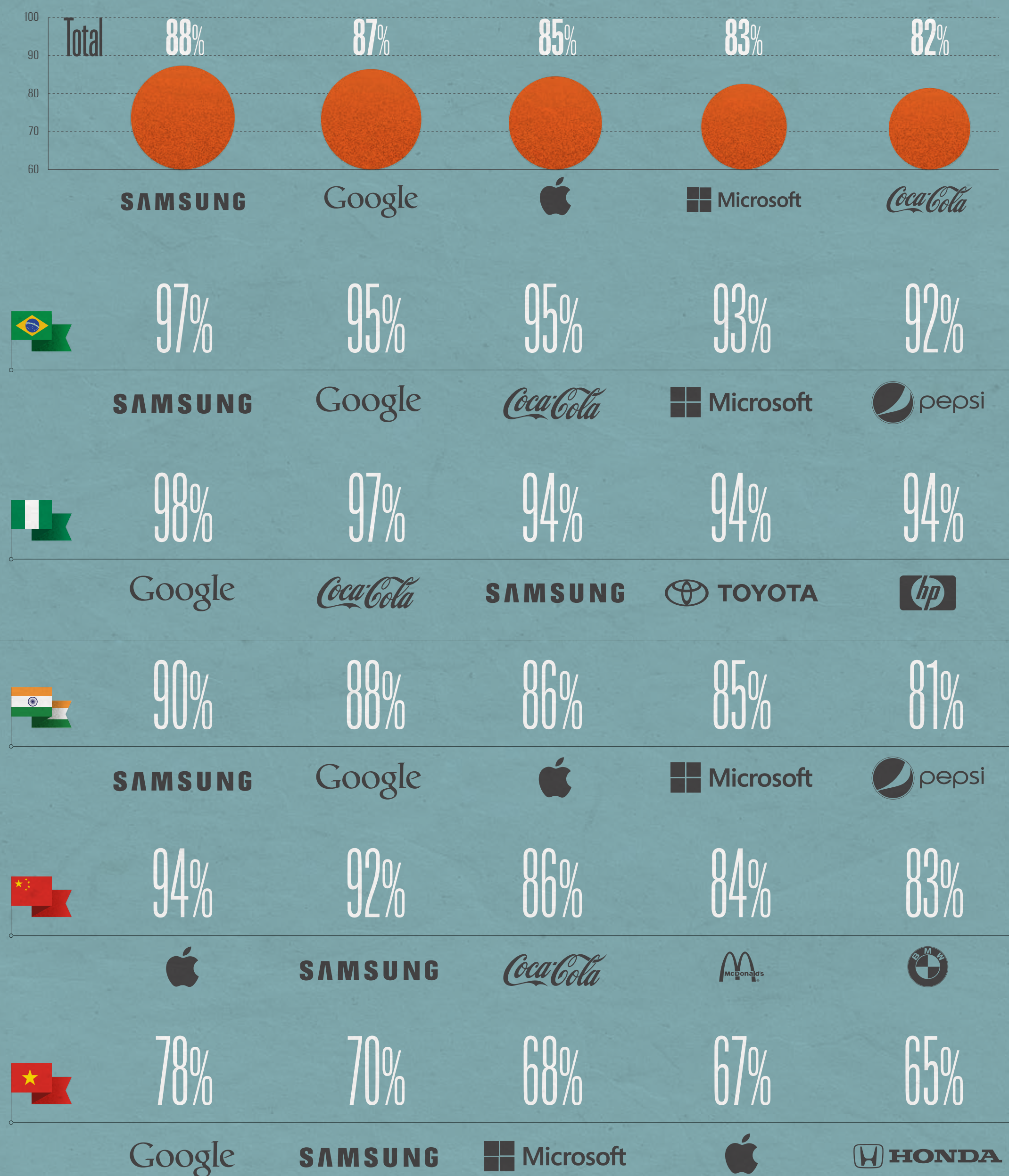
THE NEXT MOBILE FRONTIER

The Battle For Consumers:

GLOBAL VS. LOCAL BRANDS

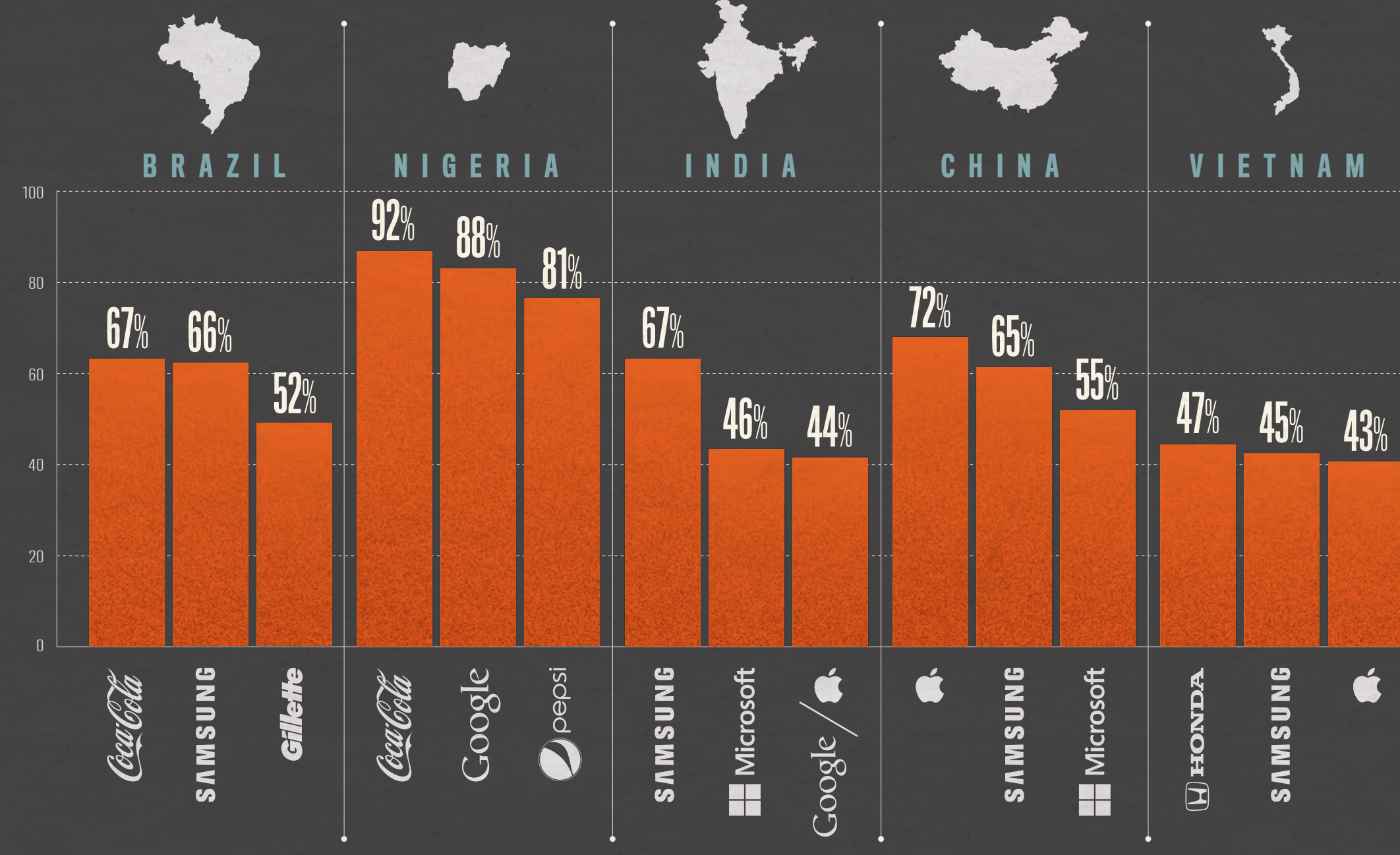
1

TOP 5 RECOGNISED WESTERN BRANDS IN EMERGING MARKETS



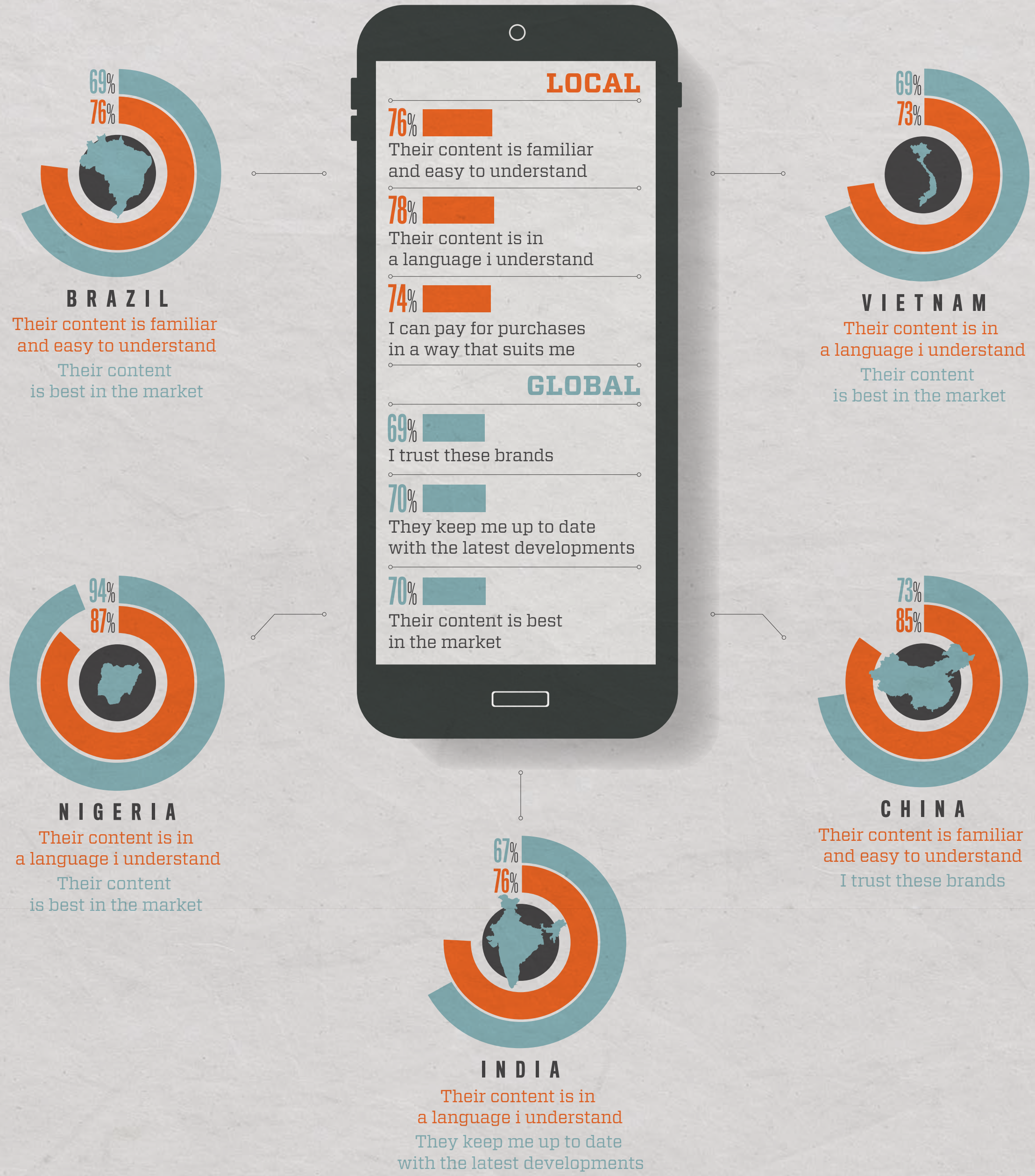
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TOP 3 BRANDS CONSUMERS CURRENTLY SPENDING OR WANT TO SPEND MORE MONEY WITH



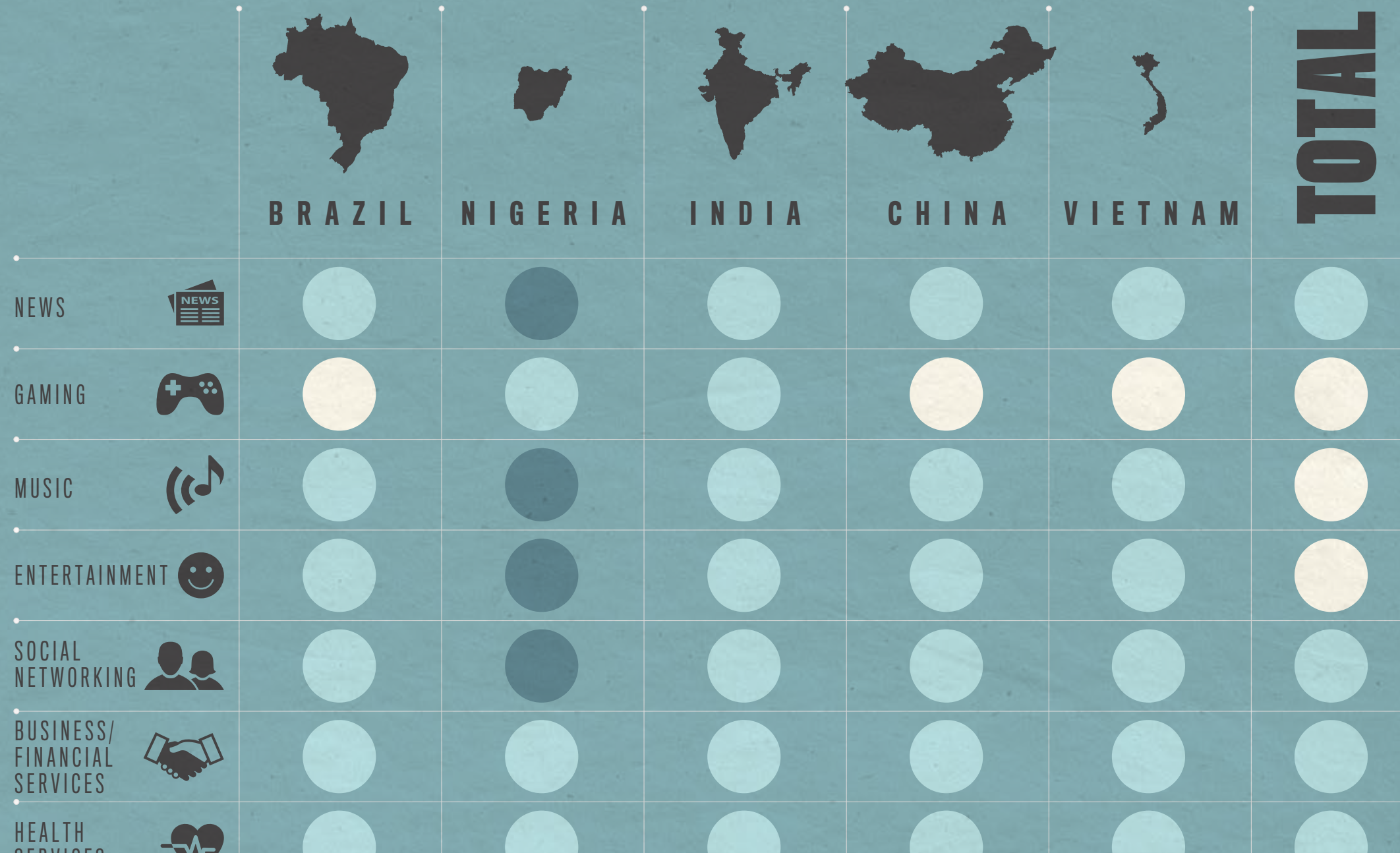
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WHICH OF THE FOLLOWING APPLY TO YOU WHEN YOU CONSIDER MOBILE CONTENT AND APPS FROM LOCAL/GLOBAL BRANDS?



4

HOW IMPORTANT IS IT FOR WESTERN BRANDS TO PROVIDE LOCALIZED CONTENT FROM THE CATEGORIES BELOW?



The 'Next Mobile Frontier Report' is a custom consumer study led by Ovum on behalf of Upstream. The survey covered 4,504 consumers, with nationally representative samples in Brazil, China, India, Indonesia, Nigeria and Vietnam. The survey fieldwork was carried out between 31 January -14 February 2014