EMERGING MARKETS MOBILE ATTITUDES EMBRACING THE MOBILE REVOLUTION

WHICH ONE, IF ANY, OF THE FOLLOWING DEVICES THAT YOU PERSONALLY OWN DO YOU USE MOST OFTEN? KSA BRAZIL INDIA 4% 28% 31% 35% 37% 48% 66% 33% 24% -10% LAPTOP TABLET DESKTOP MOBILE PHONE PLEASE IMAGINE THAT YOU WERE LOOKING TO BUY A NEW MOBILE PHONE/SMARTPHONE HANDSET. APPROXIMATELY **HOW MUCH** WOULD YOU BE WILLING INDIA 20% NIGERIA 26% 3% PLEASE IMAGINE THAT YOU WERE LOOKING TO BUY A NEW MOBILE PHONE/SMARTPHONE HANDSET. YOU DIDN'T HAVE TO WORRY ABOUT THE PRICE OF THE DEVICE, , IF ANY, OF THE FOLLOWING BRAZIL NIGERIA KSA INDIA SAMSUNG ... (\Box) SAMSUNG NOKIA APPLE BLACKBERRY IMAGINE THAT YOU HAD TO PAY TO ACCESS CONTENT THROUGH A MOBILE PHONE/SMARTPHONE (E.G. PAID-FOR APPS, SUBSCRIPTIONS TO NEWS ALERTS ETC.)... WHICH ONE, IF ANY, OF THE FOLLOWING METHODS OF **PAYMENT** WOULD YOU FIND MOST CONVENIENT TO USE? BRAZIL INDIA NIGERIA via MNOs DEBIT CARD CREDIT CARD 46% 23% 51% 15% 20% 13% DEDIT CREDIT 12% 21% 31% 40% 7% 13% A DATA BOOM OF A DIFFERENT KIND HOW MANY \$1 APPS ARE YOU PREPARED TO PAY FOR EVERY MONTH? BRAZIL KSA INDIA NIGERIA 48% 54% 66% 72% WHICH OF THE FOLLOWING TYPES OF CONTENT DO YOU/ HEALTH TRAVEL SOCIAL MEDIA EDUCATION 61% 69% **70**% 80% 74% 50% 44% 39% **78**% 40% 56% 31% SOCIAL MEDIA PHOTOS MUSIC IF YOU WANTED TO PURCHASE A HIGH-END **SMARTPHONE** (E.G. APPLE iPHONE) WHAT YOU WOULD DO? LESS OF BRAZIL 34% NIGERIA NDIA 32% 20% HOW WOULD YOU LIKE TO CONNECT TO SOCIAL ETWORKS VIA YOUR MOBILE? 40 A PHONE DESIGNED SPECIFICALLY FOR SOCIAL NETWORKS 30 20 10 INDIA BRAZI KSA GERIA 0



15 10 BRAZIL KSA INDIA NIGERIA **OFTEN** WOULD YOU LIKE TO RECEIVE

35

25

50

40

30

20



HOW WOULD YOU LIKE TO RECEIVE **PROMOTIONAL**

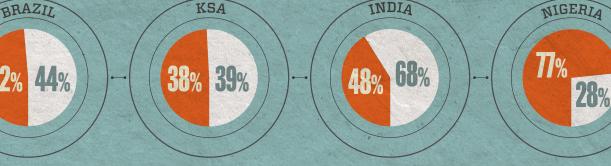
ARCs

INDIA

SMS

KSA

MESSAGES OVER YOUR MOBILE DEVICE?



... upstream We switch consumers on.

*SMS-based Alternative Recruiting Channels