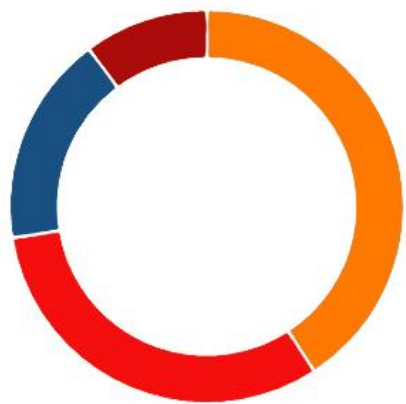




# FRANCE

## MARKET SHARE



- Orange - 40%
- SFR - 31%
- Bouygues - 17%
- Free mobile - 10%

- Population: 64.5 million
- SIM penetration: 100%
- Smartphone penetration: 64%
- Local Tax: 20%
- Currency: Euro
- Languages: French
- Regulator: ARCEP
- Credit card penetration: 44%

## TRANSACTION TYPES

- In app purchase
- Premium
- Subscriptions

## PRICE POINTS

- Flexibe

## PRE PAY VS POST PAY

- 12% vs 88%