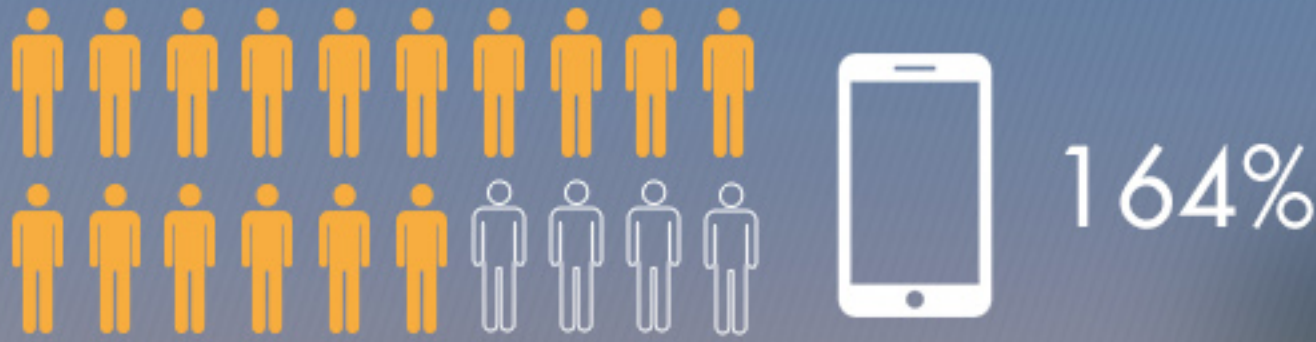


# UNITED KINGDOM



- 64 million
- English
- London
- British Pound (£)

## SMARTPHONE PENETRATION



114%

SIM PENETRATION

## CREDIT CARD PENETRATION



## TRANSACTION TYPES

- Premium
- In-app purchases
- Subscriptions

## PRE PAY VS POST PAY



## PRICE POINTS

From £1.00 to £50.00

20%  
Local tax

## MARKET SHARE



EE (37%)



O2 (33%)



Vodafone (30%)



Three (12%)



Other (11%)

Regulator: Phone Pay Plus (PPP)