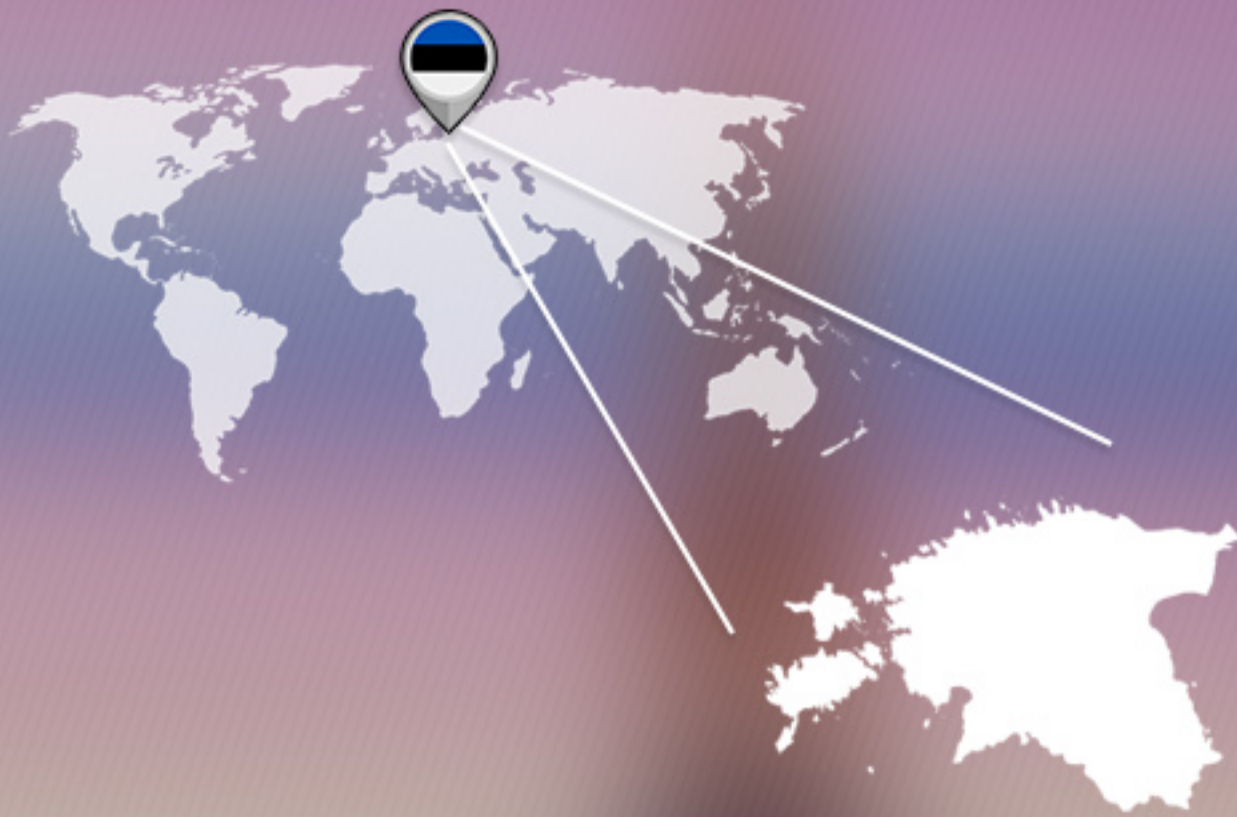


# ESTONIA



1.35 million

Estonian

Tallinn

Euro (€)

## SMARTPHONE PENETRATION



140%

SIM PENETRATION

## CREDIT CARD PENETRATION



## TRANSACTION TYPES

- Premium
- In-app purchases
- Subscriptions

## PRE PAY VS POST PAY



## PRICE POINTS

From €1 to €50

20% Local tax

## MARKET SHARE



EMT (48%)



Tele2 (31%)



Elisa (21%)

Regulator: Technical Surveillance Authority (TSA)