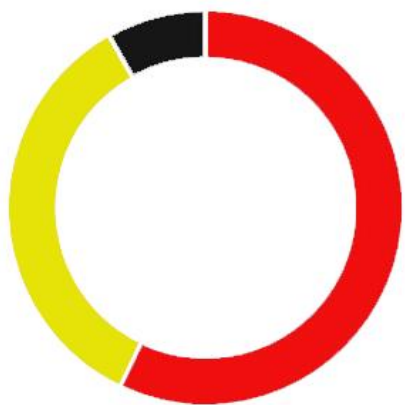




# SOUTH AFRICA

## MARKET SHARE



- Vodacom - 56%
- MTN - 34%
- Cell C - 8%

- Population: 55 million
- SIM penetration: 159%
- Smartphone penetration: 69%
- Local Tax: 14%
- Currency: South African Rand
- Languages: Zulu, Xhosa, English, Afrikaans
- Regulator: ICASA
- Credit card penetration: 13%

## TRANSACTION TYPES

- In app purchase
- Premium
- Subscriptions

## PRICE POINTS

- Flexible

## PRE PAY VS POST PAY

- 85% vs 15%