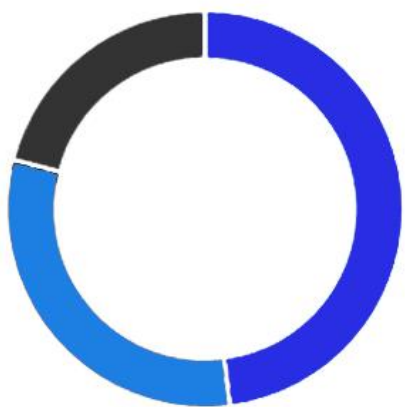




# PHILIPPINES

## MARKET SHARE



- Globe - 48%
- Smart - 31%
- Other - 21%

- Population: 101 million
- SIM penetration: 120%
- Smartphone penetration: 61%
- Local Tax: 12%
- Currency: Philippine Peso
- Languages: Filipino, English
- Regulator: NTC
- Credit card penetration: 3.2%

## TRANSACTION TYPES

- In app purchase
- Premium
- Subscriptions

## PRICE POINTS

- Flexibe

## PRE PAY VS POST PAY

- 95% vs 5%