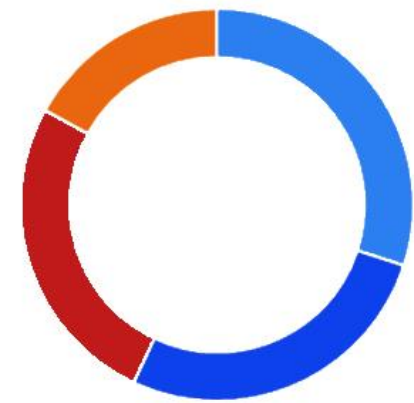




MARKET SHARE



- Vivo - 30%
- Tim - 27%
- Claro- 26%
- Oi - 17%

- Population: 209 million
- SIM penetration: 119%
- Smartphone penetration: 62%
- Local Tax: Various
- Currency: Brazilian Real
- Languages: Portuguese
- Regulator: ANATEL
- Credit card penetration: 32%

TRANSACTION TYPES

- In app purchase
- Premium
- Subscriptions

PRICE POINTS

- Flexible

PRE PAY VS POST PAY

- 74% vs 26%