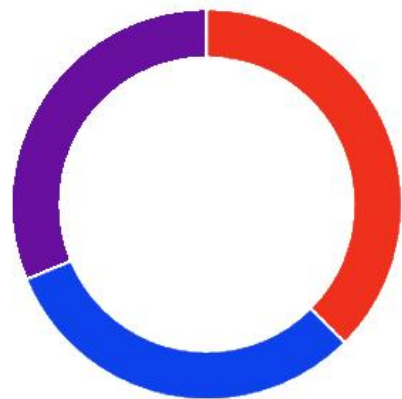




CANADA

MARKET SHARE



- Rogers - 36%
- Bell - 30%
- Telus - 30%

- Population: 36 million
- SIM penetration: 84%
- Smartphone penetration: 73%
- Local Tax: -%
- Currency: Canadian Dollar
- Languages: English, French
- Regulator: CRTCC
- Credit card penetration: 77%

TRANSACTION TYPES

- In app purchase
- Premium
- Subscriptions

PRICE POINTS

- Flexible

PRE PAY VS POST PAY

- 15% vs 85%