

UNITED ARAB EMIRATES



- 9.3 million
- Arabic, English
- Abu Dhabi
- UAE Dirham (AED)

SMARTPHONE PENETRATION



CREDIT CARD PENETRATION



TRANSACTION TYPES

- Premium
- In-app purchases
- Subscriptions

PRE PAY VS POST PAY



PRICE POINTS



MARKET SHARE



Du (50%)



Etisalat (50%)

Regulator: Telecommunications Regulatory Authority (TRA)