



- 30 million
- Arabic
- Riyadh
- Saudi riyal (SR)

## SMARTPHONE PENETRATION



180%

SIM PENETRATION

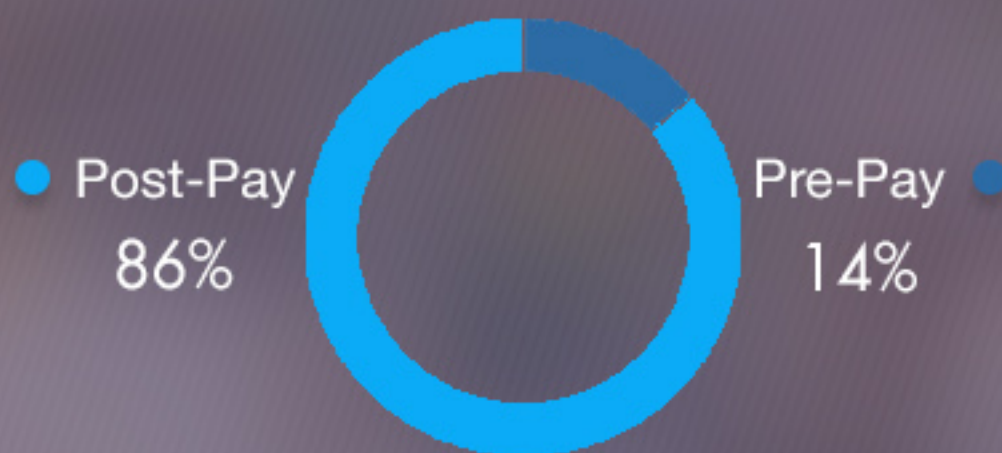
## CREDIT CARD PENETRATION



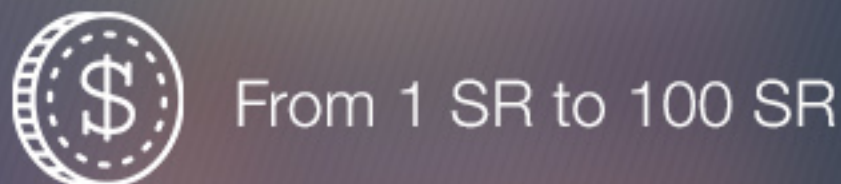
## TRANSACTION TYPES

- Premium
- In-app purchases
- Subscriptions

## PRE PAY VS POST PAY



## PRICE POINTS



## MARKET SHARE



STC (48%)



Mobily (37%)



Zain (15%)

Regulator: Communications and Information Technology Commission (CITC)