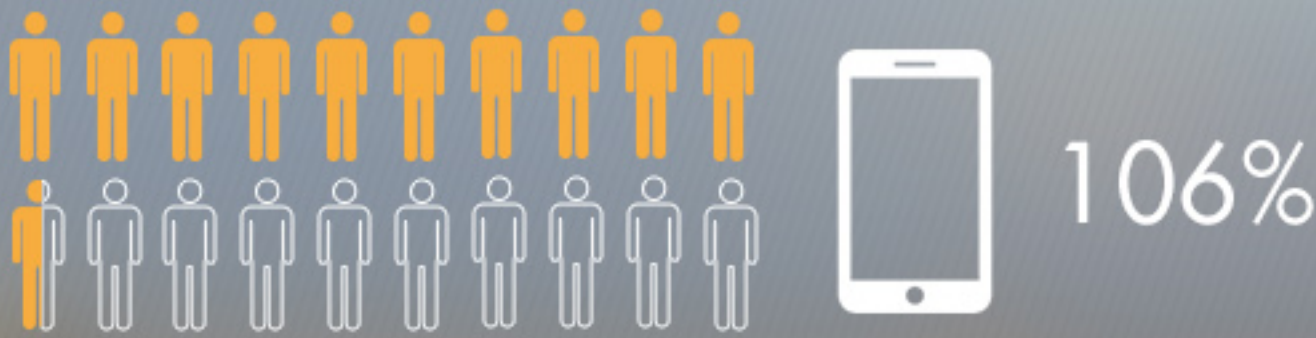


EGYPT



- 92 million
- Egyptian Arabic
- Cairo
- Egyptian Pound (EGP)

SMARTPHONE PENETRATION



101%

SIM PENETRATION

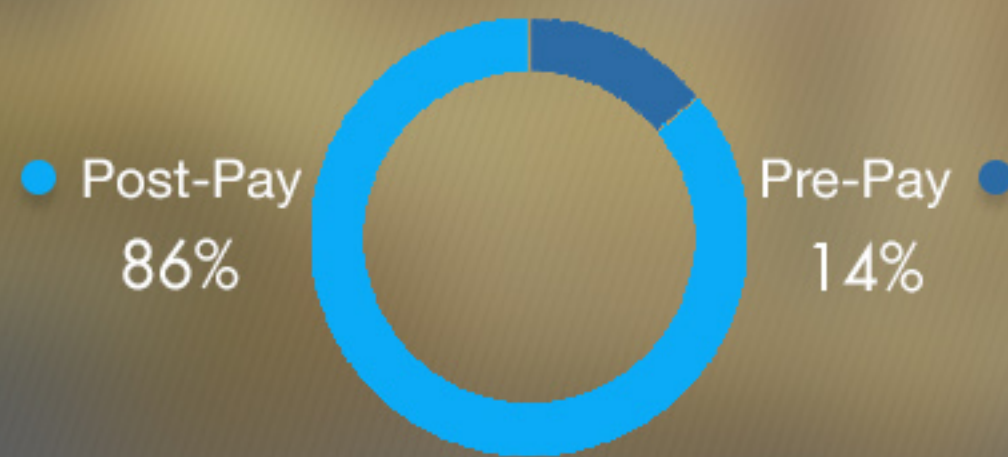
CREDIT CARD PENETRATION



TRANSACTION TYPES

- Premium
- In-app purchases
- Subscriptions

PRE PAY VS POST PAY



PRICE POINTS

From 1 EGP to 75 EGP

10% Local tax

MARKET SHARE



Vodafone (40%)



Orange (36%)



Etisalat (24%)

Regulator: National Telecom Regulatory Authority (NTRA)