

MALAYSIA



31.3 million



Bahasa Malaysia



Kuala Lumpur



Ringgit (RM)

SMARTPHONE PENETRATION



141%

SIM PENETRATION

CREDIT CARD PENETRATION



TRANSACTION TYPES

- ✓ Premium
- ✓ In-app purchases
- ✓ Subscriptions

PRE PAY VS POST PAY



PRICE POINTS



MARKET SHARE



Digi (30%)



Maxis (29%)



Celcom (27%)



U Mobile (10%)

Regulator: Malaysian Communications and Multimedia Commission (MCMC)