

SINGAPORE







5.7 million



English, Malay, Mandarin



Singapore



Singapore Dollar (SGD)

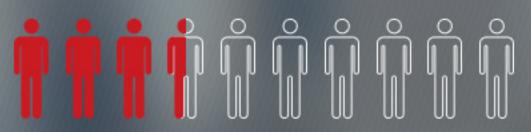
SMARTPHONE PENETRATION





86%

CREDIT CARD PENETRATION







146%

SIM PENETRATION

TRANSACTION TYPES



Premium

In-app purchases

Subscriptions

PRE PAY VS POST PAY



Pre-Pay 41%

PRICE POINTS



From 1 HKD to 100 HKD



MARKET SHARE



@infomedia_group



StarHub (28%)

M1 (20%)



Regulator: Infocomm Development Authority of Singapore (IDA)





