

# SINGAPORE



- 5.7 million
- English, Malay, Mandarin
- Singapore
- Singapore Dollar (SGD)

## SMARTPHONE PENETRATION



146%

SIM PENETRATION

## CREDIT CARD PENETRATION



## TRANSACTION TYPES

- Premium
- In-app purchases
- Subscriptions

## PRE PAY VS POST PAY



## PRICE POINTS



## MARKET SHARE



Singtel (45%)



StarHub (28%)



M1 (20%)

Regulator: Infocomm Development Authority of Singapore (IDA)