There are 2.6 billion GSM connections worldwide

There are 1.2 million new **GSM** connections every day

In 2006, cellular services accounted for 1.6% of the global economy

More than 1 billion mobile phones will be sold this year

**Mobile operators** have spent more than \$234 billion building GSM and 3GSM\*\* networks since 2002

More than 80% of the world's population are covered by **GSM** networks

The world's best selling phone is the Nokia 1100 which has sold more than 200 million units

**Nearly 7 billion** text messages are sent every day\*

The first text message was sent in 1992. The msg was 'merry xmas'

The world's biggest **GSM** markets are China (483m), India (176m) and Russia (168m)

All 220 countries have GSM or 3GSM\*\* networks operating today

There are more than 190 million 3GSM\*\* connections

85% of the world's mobile connections are GSM

The world will reach 4 billion mobile connections in Q1 2010

350 million people will have access to wireless e-mail by 2010

**Mobile Broadband** (HSPA) networks have been launched in over 70 countries

People spend 40% more time on mobile calls than they did in 2000

Annual mobile advertising spend will be \$14 billion in 2011

It took 12 years to get to 1 billion **GSM** connections and just 30 months to get to 2 billion

64% of mobile users are in emerging markets\*\*

## 20 facts for 20 years of mobile communications



Sources:

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2.4 "Gattrar Says Workshoek Mobile Phone Sales Green 17 Per Cent in Second Quarter of 2007". August 2007

5. Gattree:—Forescas Summary Mobile Network Infrastructure, Worldwide, 2003.2010; Insurary 2007.

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\*\*Nokis Binforms MAD 18 Strategy Analysis:

\*\*Data from Q4, 2007

\*\*\*Emerging markets Isted on GSM World: http://www.gsmworld.com/enh/emerging\_markets.html

Whilst every care is taken to ensure the accuracy of the information contained in this material, the facts and estimates stated are based on information and sources that while we believe them to be reliable, are not guaranteed, in particular, it should not be relied upon as the sole source of reference in relation to the subject

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# GLOBAL MOBILE MARKET Q4 2007

At the end of 2007 the number of subscriber connections was over 3 billion and, if there was one active subscription per person, would represent half the planet's population. Because of multiple SIM ownership there is always a lag between connections and subscribers, so there is still some way to go before half the world's population is connected.

But with two of the world's top markets (China and India) with less than 40% market penetration, it's easy to see where the future growth will be. Yet the US is still showing growth with net additions in Q4 2007 being the third largest globally. In terms of rate of growth, Central Asia is showing phenomenal growth rates with 5 of the top 10 fastest growing countries being from that region.

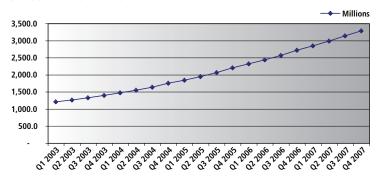
The growth in developing markets has the effect of reducing world ARPU, but with many new services being launched in developed markets, ARPU can be seen to be increasing in markets where penetration is high.



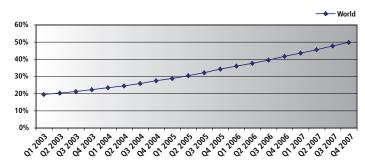
### Subscriber connections

	Subscriber connections	YoY growth	Market penetration
China	524,653,322	18.3%	39.3%
United States of America	254,161,900	9.5%	86.9%
India	237,119,839	59.7%	21.0%
Russian Federation	168,990,158	11.2%	120.7%
Brazil	116,913,838	16.0%	62.6%
Japan	100,524,900	5.9%	78.5%

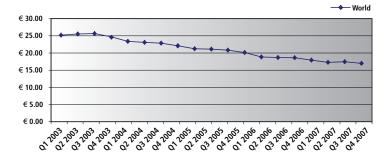
#### **Subscriber connections**



#### **Market Penetration**



#### **Blended ARPU**



Subscriber connections	Q4 200
China	524,653,322
United States of America	254,161,900
India	237,119,839
Russian Federation	168,990,158
Brazil	116,913,838
Japan	100,524,900
Germany	96,392,255
Indonesia	91,421,778
Italy	89,955,003
Pakistan	75,594,061

Net additions	Q4 2007
India	25,454,786
China	18,958,322
United States of America	7,764,634
Indonesia	7,002,391
Pakistan	5,585,056
Ukraine	3,869,369
Russian Federation	3,744,159
Bangladesh	3,337,005
Iran	3,322,422
Germany	3,100,255

YoY growth	Q4 2007
Uzbekistan	96.0%
Iran	94.5%
Afghanistan	92.9%
Sierra Leone	89.0%
Tajikistan	83.0%
Turkmenistan	79.6%
Madagascar	76.2%
Nepal	75.3%
Somalia	72.0%
Guinea-Bissau	69.8%

All data sourced from Wireless Intelligence

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