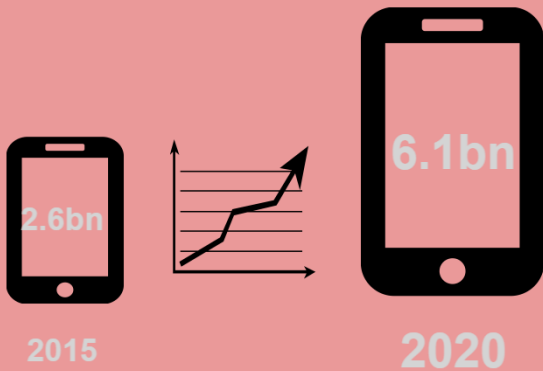


mCommerce is the Future

2020 will see an Exponential Increase in*:

Smartphone Subscriptions

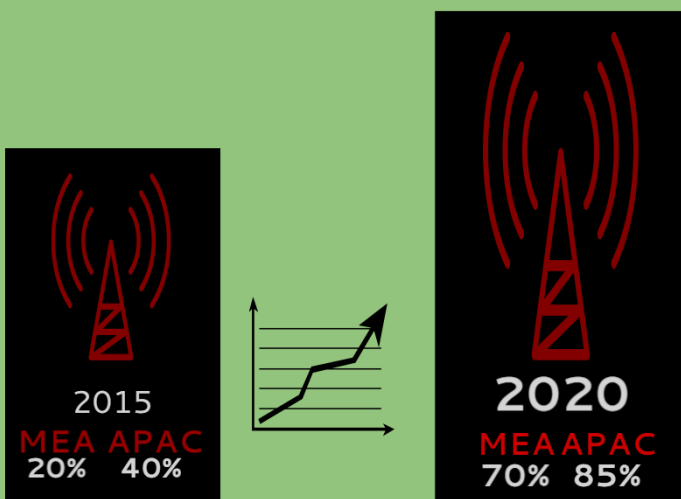


"80% of global increase in smartphone subscriptions will come from APAC and MEA"

*Ericsson mobility report 2015

2020 will see an Exponential Increase in*:

Data Connectivity



"85% of subscriptions in APAC will be 3G or 4G"

Driven by Emerging Markets



World's Middle Class by 2030*

3.5BN

*Source EY **Source PayPal;



2.3bn will reside in APAC

Middle Class



40% of global consumption to be in EMs

Consumption



3:1

mComm growth to outstrip eComm **

mCommerce

mCommerce is Now