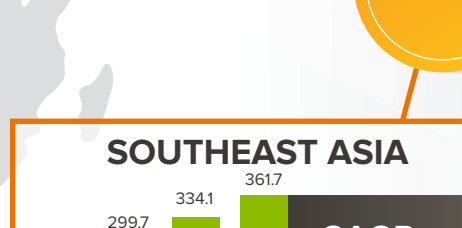
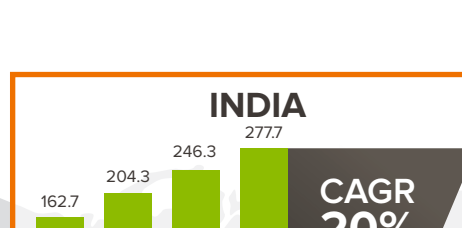
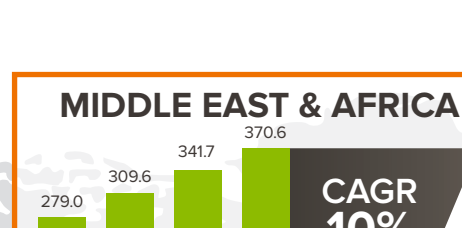
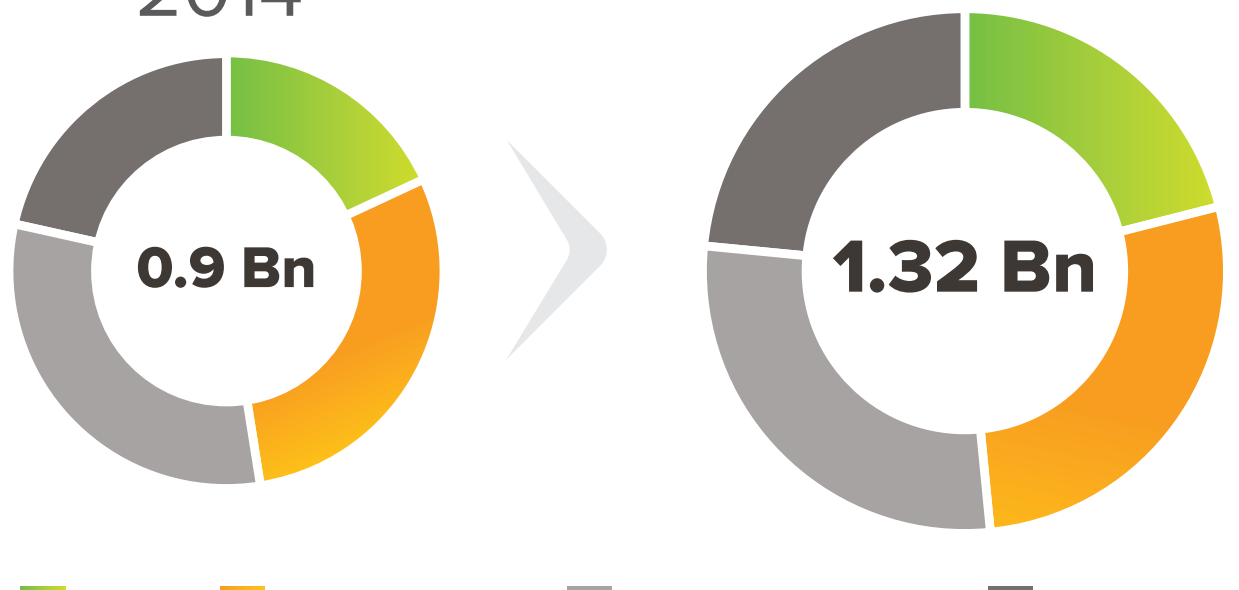


Unlocking the potential of the Emerging Connected Billion™



RISE OF THE EMERGING CONNECTED BILLION™

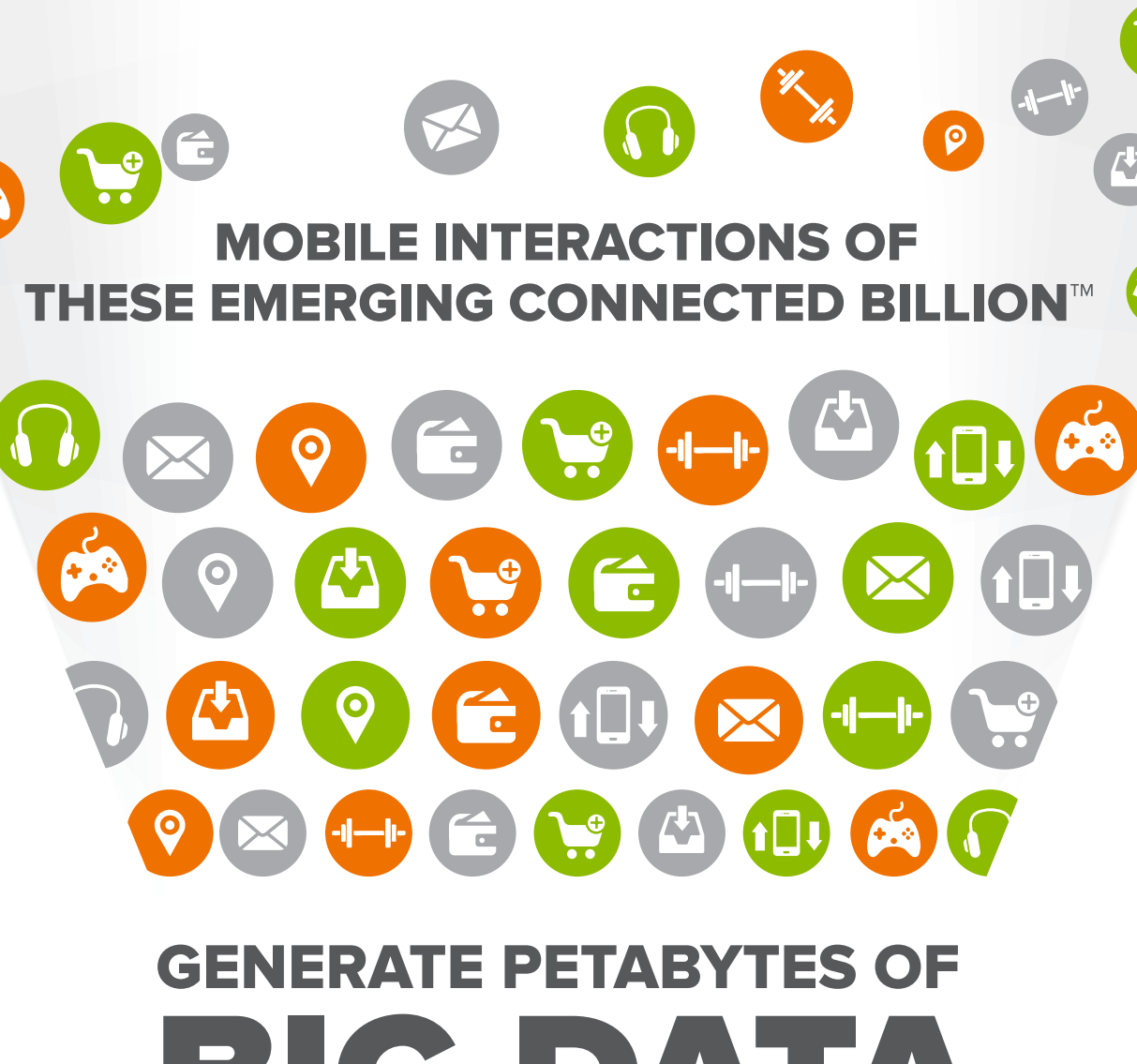
MOBILE INTERNET USER BASE ACROSS EMERGING MARKETS



Figures in million

Figures in million

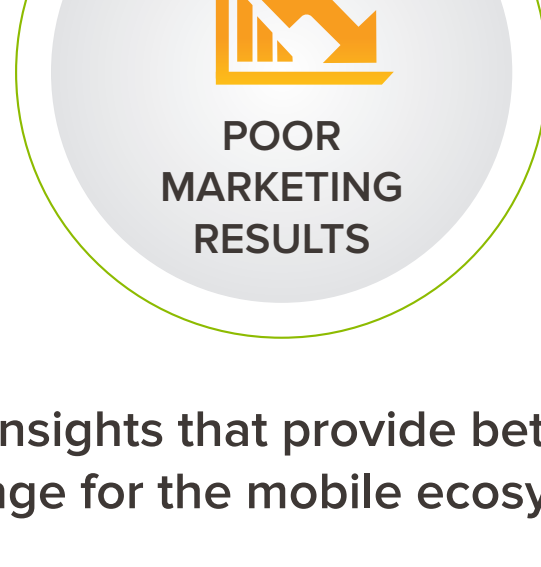
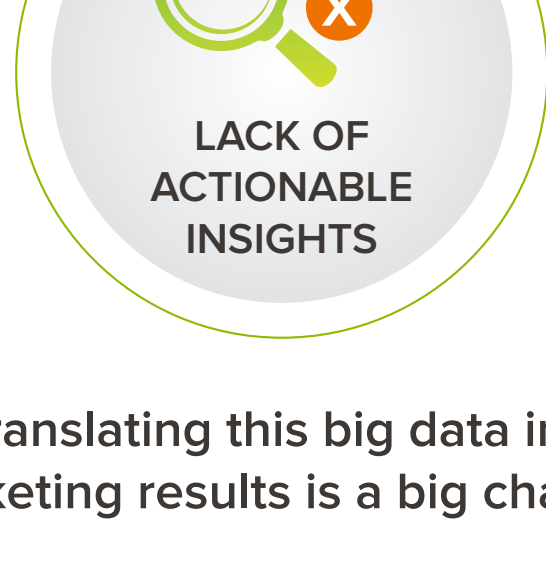
Source: eMarketer



MOBILE INTERACTIONS OF THESE EMERGING CONNECTED BILLION™

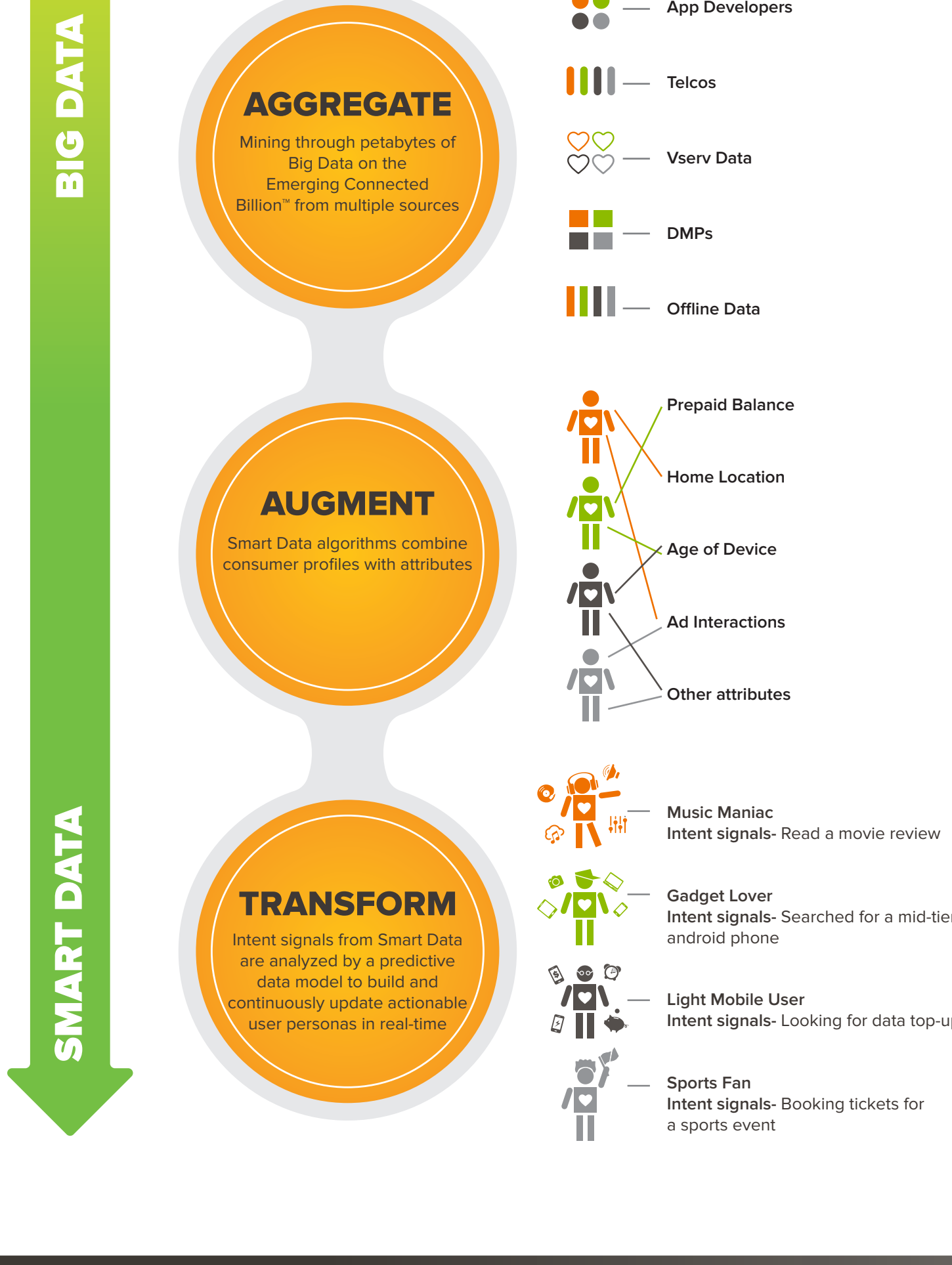
GENERATE PETABYTES OF BIG DATA

BIG DATA = BIG PROBLEM



Translating this big data into insights that provide better marketing results is a big challenge for the mobile ecosystem.

BIG DATA TO SMART DATA



SMART DATA LED RESULTS



RIDING THE SMART DATA WAVE

