

5G

The unstoppable rise of the smartphone¹

In 2016, **121 million** smartphone were sold in Europe compared to 18 million mobile phones.

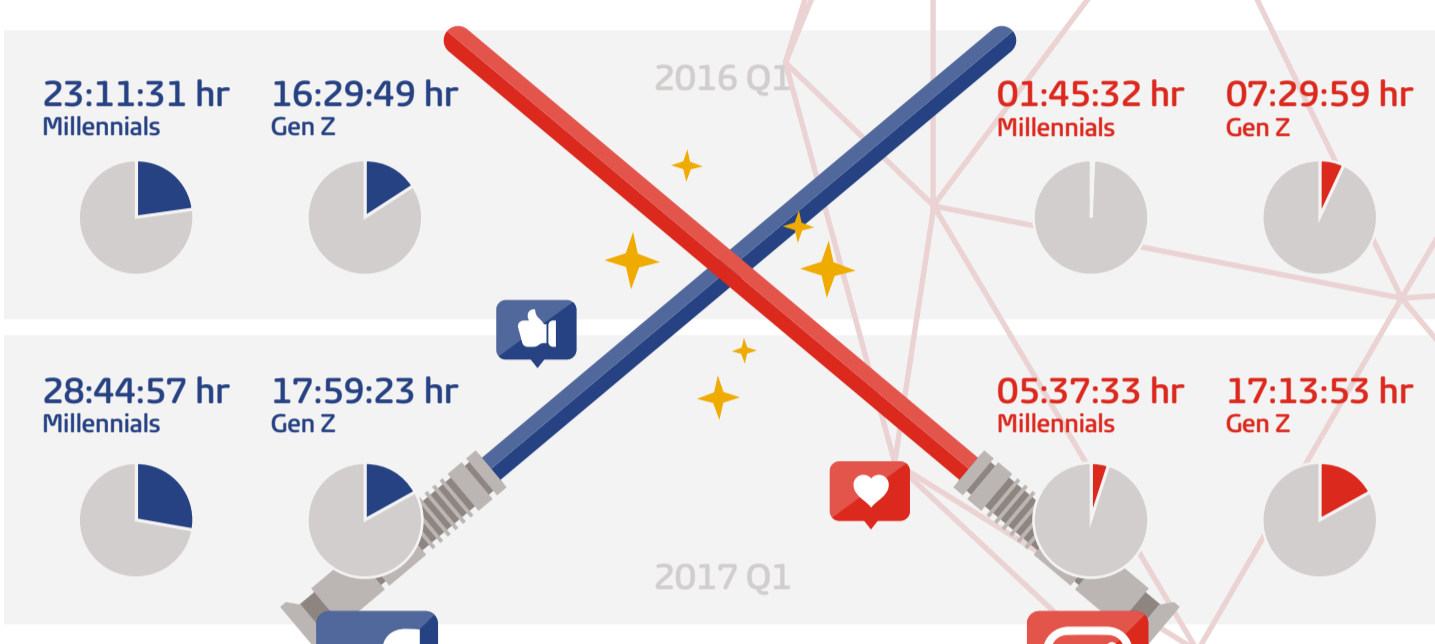
In Asia last year, **90.3 million** smartphones were 4G enabled.

In Brazil for instance, **41 million** phones were sold in 2016. Just **3 million** of those weren't smart devices.

In Latin America 4G ownership now **equals** that of 3G and there is a strong trend towards further 4G adaptation.

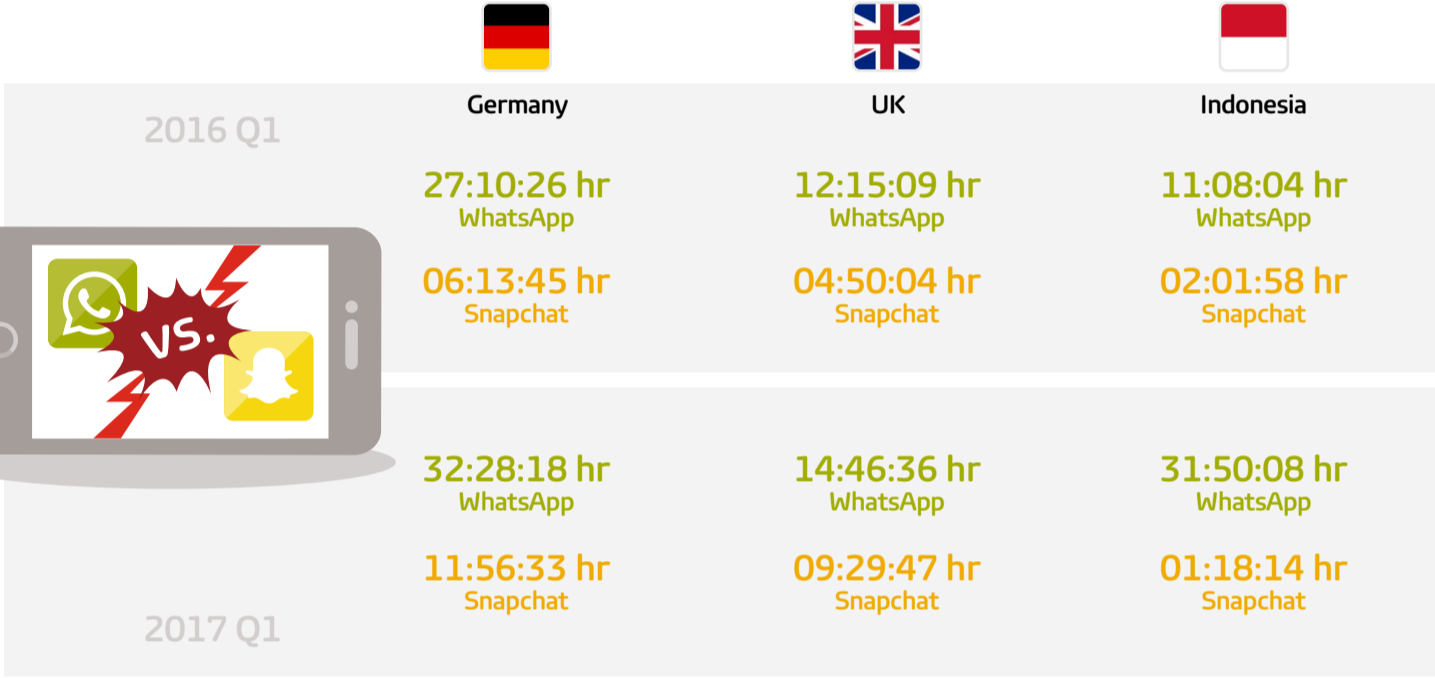
How much time we spend on our smartphones

Facebook vs. Instagram
More likes or more followers?²



Millennials=24-25 years, Gen Z=14-19 years

WhatsApp vs. Snapchat
Emojis or Snaps?³



What does the future of mobile look like?

A new era begins: 5G

5G will be a **new kind of network** supporting a vast diversity of devices with unprecedented scale, speed and complexity.

Latency between your action and response will be as low as **1 msec**. That's **400 times** faster than you can blink your eye!

5G will help to have secure network, **be fully mobile, be always connected.**

- Smart home**
5G will herald the rise of the smart home. A new era of connectivity will improve our lives as devices will communicate with each other to create a single intelligence system.
- Virtual and augmented reality**
Be transported to a new virtual world while sitting in an airport departure lounge. 5G technology within VR & AR will be one of the hottest trends to impact consumers as the entertainment industry is changed forever.
- Healthcare**
Monitoring and managing healthcare via 5G mobile devices will be a life-changer. Care will no longer be limited to hospitals and GP surgeries – it will be everywhere you are.
- The environment**
Our cities and industries will be smarter. The intelligence collected from 5G enabled features will help create a healthier, safer and more efficient world.
- Mobile**
Forget advance downloads. 5G will allow your mobile device to detect what you need, pull it up, run it virtually, and close it down when your task is complete.

The power of constant connectivity

WE BELIEVE THAT 5G WILL BE TRULY TRANSFORMATIONAL.

It represents a brave new world of connectivity that will have a huge positive effect on the possibilities for both consumers and businesses right across the spectrum.

We will all feel the positive force of 5G.

Source:
¹ GfK Point of Sales Tracking, estimated total market: EU24, APAC, LATAM, DE, UK, CN, BR; January 2011 to December 2016
² GfK Cross Media Link 2017, 16,200 consumers in DE, duration per unique users is quarterly base (ie. duration spent on service in 3 months)
³ GfK Cross Media Link 2017, 16,200 consumers in DE, 3,500 consumers in UK, 6,800 consumers in ID; duration per unique users is quarterly base (ie. duration spent on service in 3 months)