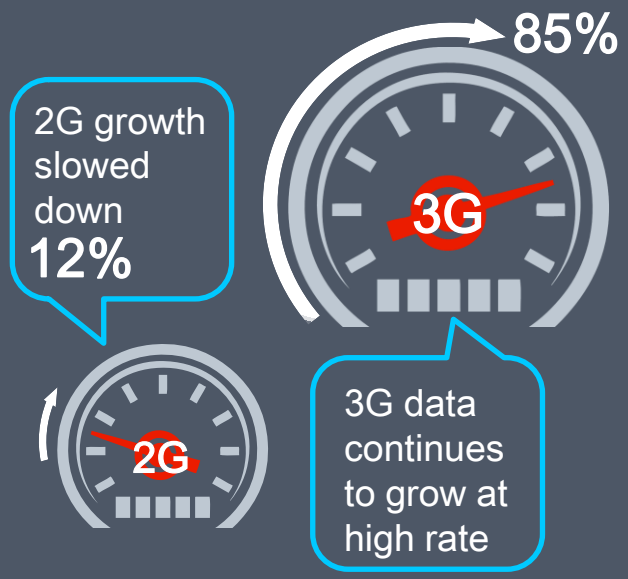
NOKIA

MBiT Index

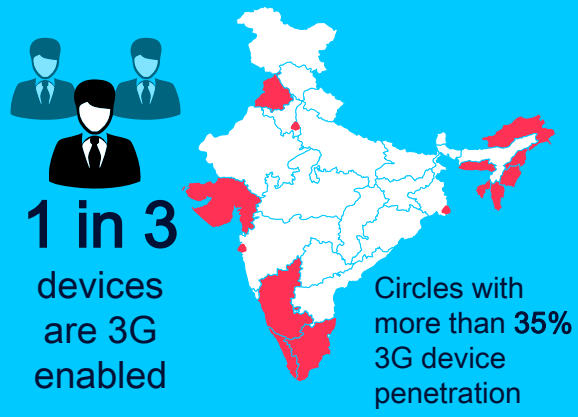
Data Growth in 2015



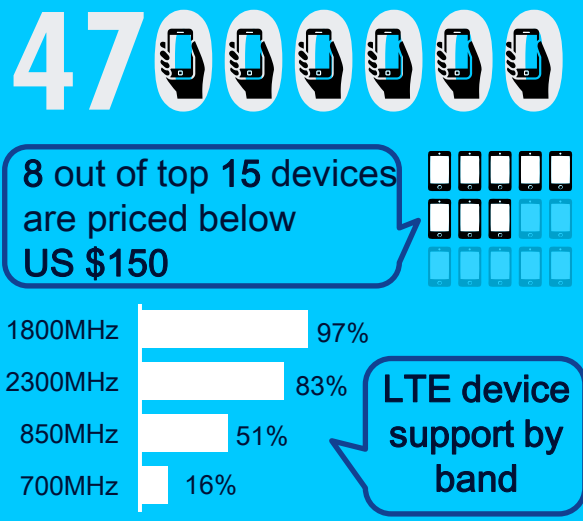
3G contributes 64% of total traffic in December 2015

Metro	71%
Category A	64%
Category B	63%
Category C	56%

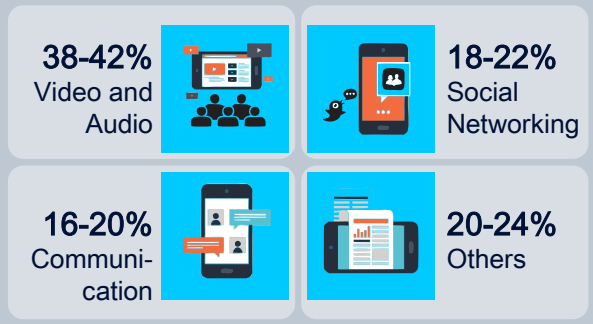
3G Device Penetration



Users with 4G devices



Video, Social Networking, and Communication apps drive data traffic



90% video traffic driven by entertainment content, primarily in short-format

43% mobile internet users access Facebook at least once a month

40% share of messaging apps in total time spend on mobile internet by an average user

Launch of 4G will further drive data consumption across categories