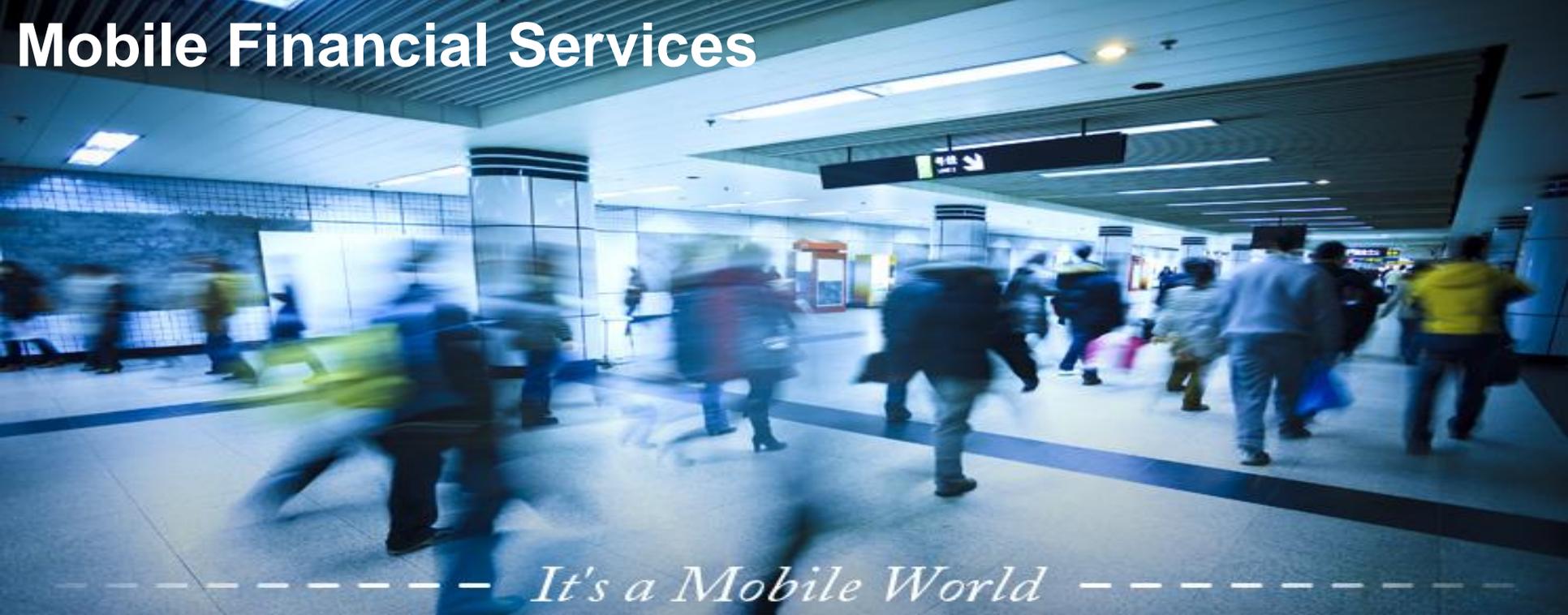


Mobile Financial Services



It's a Mobile World

Jorge Ruiz,

Business Development & Digital Banking Head LATAM

Citibank

September 12-13, 2012

Globally more people own a mobile phone than a toothbrush



7,000 more iPhones are sold each day than babies born on planet Earth.



378,000 iPhones sold every day \gg 371,000 babies born every day



REUTERS

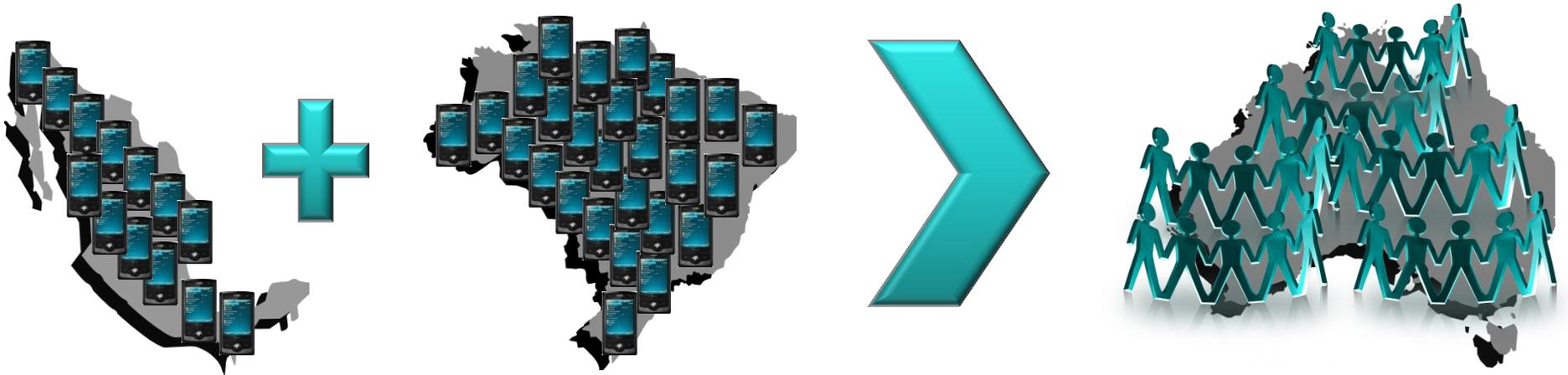
Users accessing the web through mobile devices has almost **doubled** every year since 2009





Of the world's population will be
accessing the internet, and by **2016**
mobile internet users will exceed that of
PC-based Internet users.

Brazil and Mexico have **more Smartphone users** than Australia has **people**



Latin America

Smartphone Trends

- Smartphone penetration in Latin America is currently 17% while an overall mobile phone penetration has recently passed 100%.
- As of the end of November 2011, Latin America had sales volume of 139 million feature phones and 28 million Smartphones.
- From 2010 to 2011, data service revenues in Latin America grew by **40.3 percent**, compared to a 20.3 percent global average, driven by increased Smartphone adoption rates.
- It is estimated that by 2016, **Smartphone sales will account for approximately 46 percent** of total handset sales in Latin America.



Who has the power?



- In a feature phone the **MNO controls** the data channel and everything the customer sends and receives, they also charge them by the transaction.



- In a Smartphone the MNO has no control over the data, the information is **controlled by a third party company** that developed the application.

