



**THE MOBILE
(R)EVOLUTION**

Building your
mobile strategy

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1 + bn

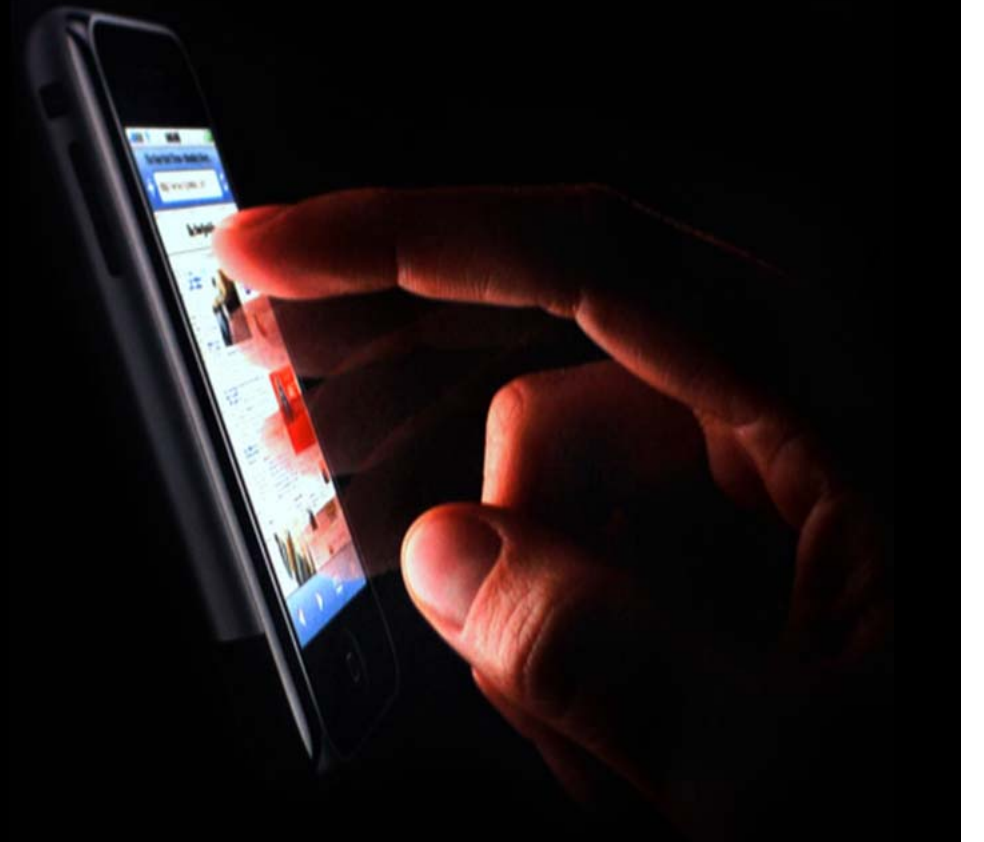
mobile internet users globally



Mobile web

23%

of all time accessing
the web is done
through mobile



100 Million Active Android phones to date



400k Android devices activated daily
(vs. 100k in May'10)



310 Different Android devices in 112 countries



200K Applications in Marketplace

4.5 Billion Android application installs to date...



2 years to reach 1st Billion

5 Months to reach 2nd Billion

60 Days to reach last Billion



KEYS
WALLET
MOBILE PHONE

Mobile Wallet: Vision

Same Utility.
Greater Value.



PAYMENTS

Credit
Debit
Stored Value
Metro



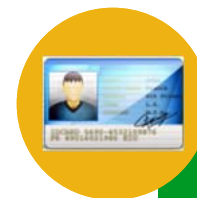
LOYALTY

Rewards
Punch Cards



TRANSACTIONAL

Offers
Movie Tickets
Event Tickets
Boarding Pass



IDENTITY

Gov Issued
Student ID
Medical ID
Membership

