

SMARTPHONES: WHAT IS THE PRICE OF COUNTERFEITS?

HOW MANY SMARTPHONES ARE CONNECTED?



3.1 billion



50% Of the world's population has a smartphone connection



382 million

75% EU citizens have a smartphone connection

HOW MANY PEOPLE BOUGHT A SMARTPHONE IN 2015?

1 in 6 people in the world



1 in 3 people in EU



As smartphones become more popular, so do counterfeits.

SALES LOST

€45.3 billion

184 million smartphones not sold worldwide

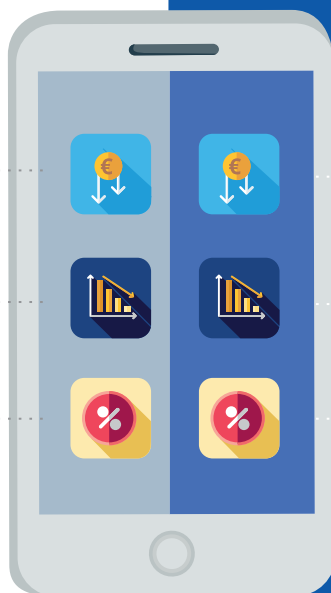
12.9% Percentage of lost sales due to counterfeits worldwide

SALES LOST

€4.2 billion

14 million smartphones not sold in EU

8.3% Percentage of lost sales due to counterfeits in EU



TOP 5 EU COUNTRIES FOR ABSOLUTE SALES LOST

€660 million UNITED KINGDOM

€564 million GERMANY

€380 million FRANCE

€885 million ITALY

€386 million SPAIN

