

## Country

### Malaysia



## Country Facts

Population	31.3 million
Language	Bahasa Malaysia
Capital City	Kuala Lumpur
Currency	Ringgit (RM)

## Smartphone Penetration

# 81%

## Sim Penetration

# 141%

## Transaction Types

- 👍 Premium
- 👍 In-app Purchases
- 👍 Subscriptions

## Price Points

- 📁 1 RM TO 100 RM
- 📄 6% Local Tax

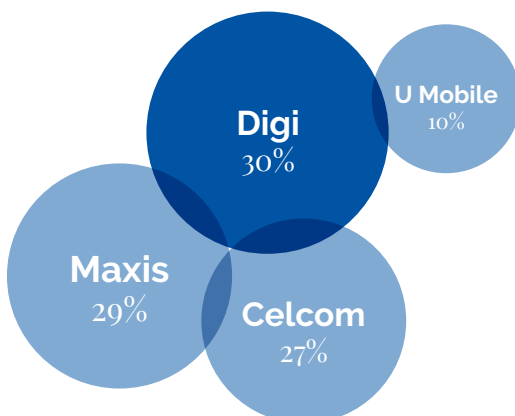
## Credit Card Penetration

# 20%



## Market Share

Regulator: MCMC



## Smartphone Penetration

