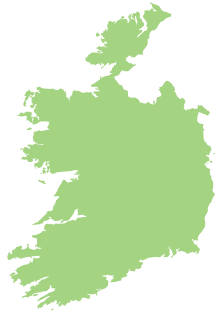


Country

Republic of Ireland



Country Facts

Population	4.7 million
Language	Irish, English
Capital City	Dublin
Currency	Euro (€)

Smartphone Penetration

124%

Sim Penetration

103%

Transaction Types

- Premium
- In-app Purchases
- Subscriptions

Price Points

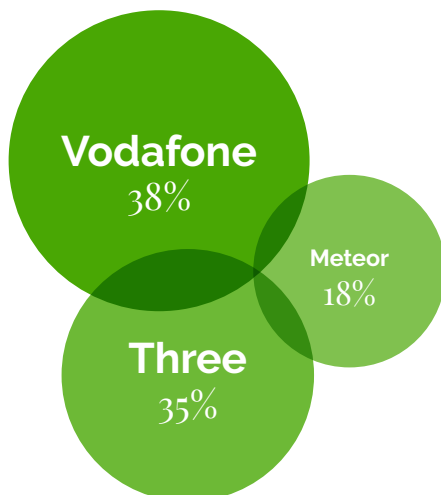
- €1 - €50
- 23% Local Tax

Credit Card Penetration



Market Share

Regulator: COMREG



Smartphone Penetration

