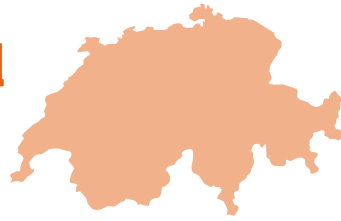


Country

Switzerland



Country Facts

Population	8.3 million
Language	German, French, Italian, Romansh
Capital City	Zurich
Currency	Swiss Franc (CHF)

Smartphone Penetration

145%

Sim Penetration

132%

Transaction Types

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

Price Points

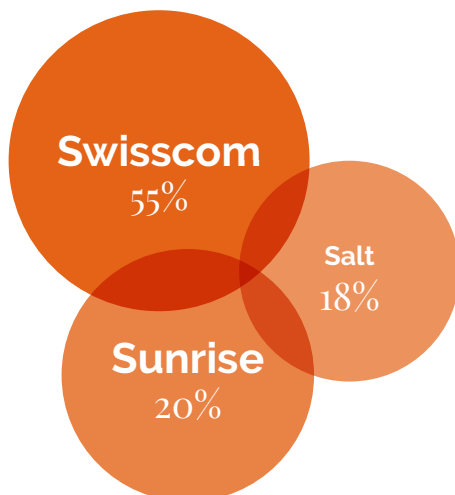
- 👛 1 CHF to 5 CHF
- 📄 18% Local Tax

Credit Card Penetration



Market Share

Regulator: BAKOM



Smartphone Penetration

