

## Country

# Russia



## Country Facts

Population	146 million
Language	Russian
Capital City	Moscow
Currency	Russian Ruble (RUB)

## Smartphone Penetration

# 61%

## Sim Penetration

# 173%

## Transaction Types

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

## Price Points

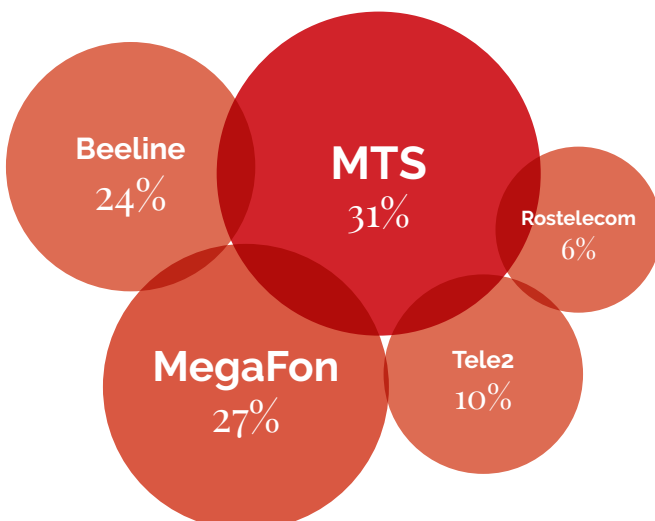
- 💰 1 RUB - 100 RUB
- 📄 18% Local Tax

## Credit Card Penetration

# 21%

## Market Share

Regulator: MTMCRF



## Smartphone Penetration

