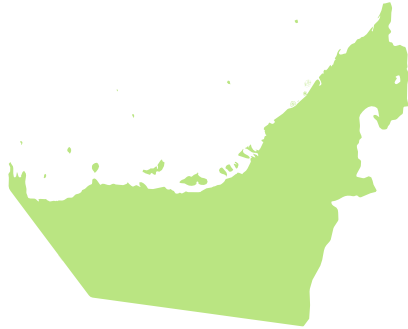


## Country

# UAE



## Country Facts

Population	9.3 million
Language	Arabic, English
Capital City	Abu Dhabi
Currency	UAE Dirham (AED)

## Smartphone Penetration

# 65%

## Sim Penetration

# 189%

## Transaction Types

- Premium
- In-app Purchases
- Subscriptions

## Price Points

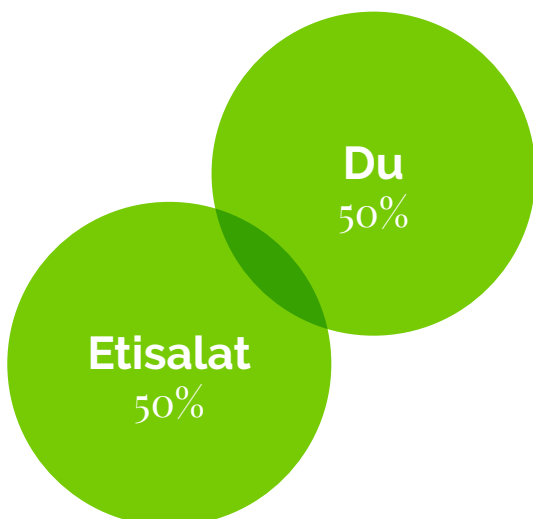
- AED 1 to AED 100
- 0% Local Tax

## Credit Card Penetration

# 37%

## Market Share

Regulator: TRA



## Smartphone Penetration

