

## Mobile

KPI	2014	2015
Mobile data revenue (US\$ millions)	912	1,127
Mobile data users (millions)	15.3	18.4
Data penetration rate	27.1%	30.1%
Smartphone penetration (%)	23.9%	34.2%

## Home

KPI	2014	2015
Home revenue (US\$ millions)	616	989
HFC* homes connected (millions)	2.9	3.0
RGU's per HFC* household	1.80x	1.88x
HFC* Homes Passed (millions)	7.1	7.6

## MFS

KPI	2014	2015
MFS penetration including Zantel (%)	16.9%	17.9%
Active users (millions)	9.5	11.2

## B2B

KPI	2014	2015
% of fixed B2B in total revenue	5.5%	9.0%

\*HFC (includes copper lines of UNE)