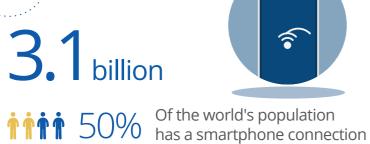
SMARTPHONES:



WHAT IS THE PRICE OF COUNTERFEITS?







382 million

†††† 75% EU citizens have a smartphone connection

HOW MANY PEOPLE BOUGHT A SMARTPHONE IN 2015?

 $1_{in}6$ †††

people in the world

1 in 3 is in

people in EU

SALES LOST

As smartphones become more popular, so do counterfeits

SALES LOST

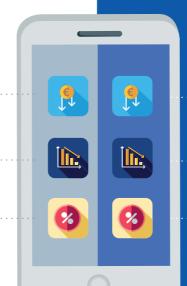
€45.3

billion

million

smartphones not sold worldwide

Percentage of lost • sales due to counterfeits worldwide



€4.2

million smartphones not sold in EU

Percentage of lost sales due to counterfeits in EU

TOP 5 **EU COUNTRIES FOR ABSOLUTE SALES LOST**

€660 million

UNITED KINGDOM .

€380 million

FRANCE •

€386 million

SPAIN • :

€564 million

GERMANY

€885 million

ITALY