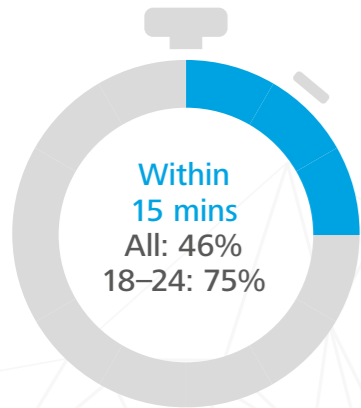


For most, our smartphone is the first thing we reach for

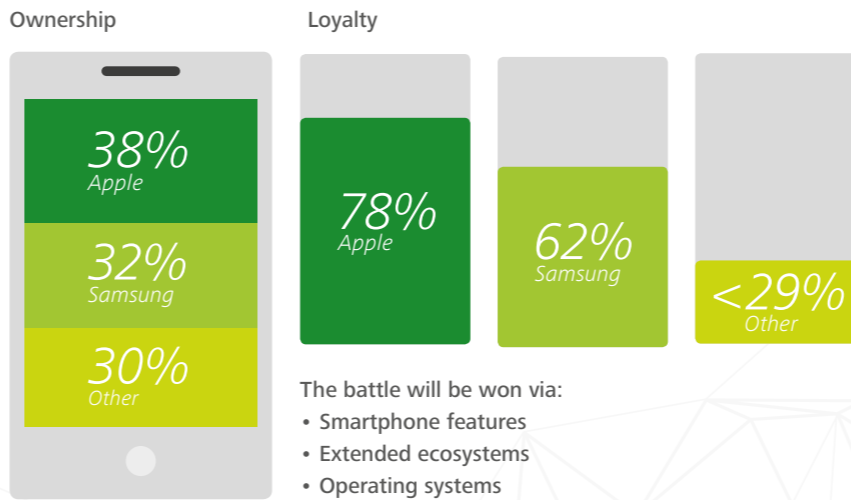


Checking our SMS is the first thing we do – although checking social networks leads for those under 35

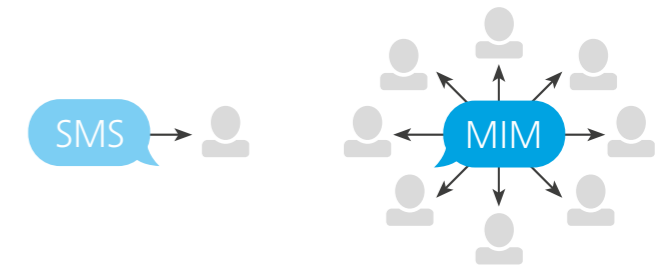
- #1 29% SMS
- #2 18% email
- #3 17% Social networks

On average we check our phone more than twice every hour with many of us, in particular those aged 18-24 interacting more than 50 times a day

It's a party of two – and with highly loyal consumers, it will be difficult for new entrants



Where SMS was one to one, MIM is one to many



25% of us use MIM services but the messaging wave is building with >41% of those under 35 actively messaging on MIM services. 15% fewer 18-24 year olds use voice compared to 35-44 year olds.

Wake up and connect

Smartphones... a nation divided

The messaging wave is still to come

Like, share, tweet...repeat

54% of people update or check their social networks daily

44% of people use social media more after purchasing a 4G service

Social Media is the first thing accessed on smartphones every morning for majority of <35's

Who do you trust with your money on mobile?

55% have used mobile banking on smartphones

35% would use smartphones to pay in shops

73% Overwhelmingly, the institution we will trust to facilitate mobile payments is our banks

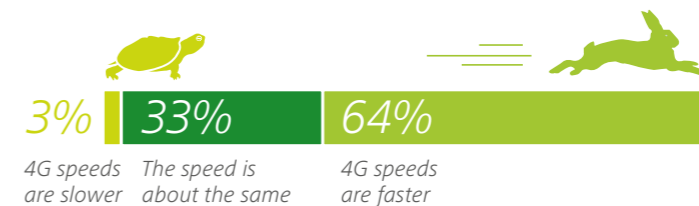
Top scenarios we would be willing to pay with our smartphone

- Parking
- Transport
- Petrol
- Coffee
- Taxi

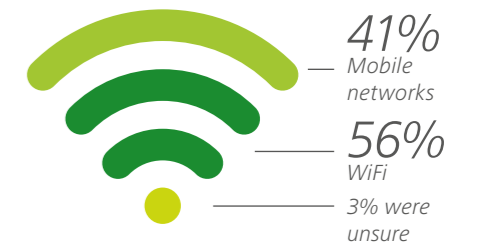
WiFi or 4G? Can you tell the difference?

Whilst 31% of respondents have a 4G-capable smartphone, only half of them are currently 4G subscribers, and only 8% of respondents listed 4G services as a reason they chose their current operator.

Most 4G subscribers experience benefits over 3G network performance



We use WiFi to connect more so than mobile networks



At home we prefer WiFi

76% use WiFi on smartphone to connect to the internet