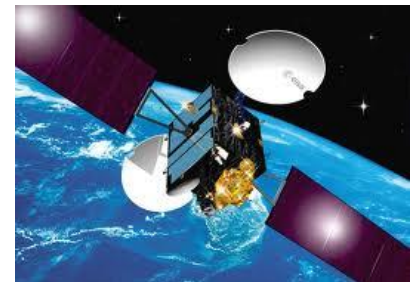
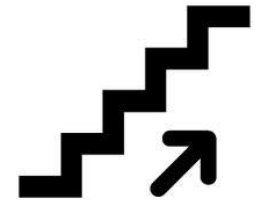
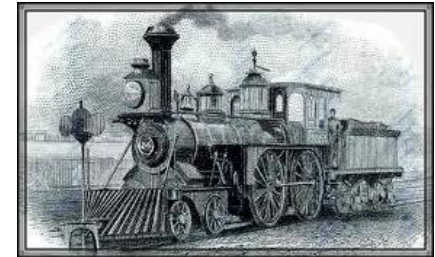




MOBILE IS AN ENGINE OF UPWARD SOCIAL MOBILITY IN OUR AGE



February 15th, 2013



Steam-Engine



created the

MODERN CITY- THE URBAN HUB
which housed Commerce and Advertising

Mobile



is creating the

VIRTUAL CITY - THE GLOBAL HUB
which may house e-commerce and e-advertising



WIN-Gallup Global Survey Teams

NAVIGATE THE GLOBE

**TO EXPLORE AND UNDERSTAND
THE GLOBAL HUB**





Field-work on 'Mobility' across the world on a donkey-cart, f2f, CATI and Online. The presenter is seen interviewing respondents in rural locations in the North of Pakistan.

THE NEWLY UPWARD MOBILE VALUE THE MOBILE



MORE THAN THE PREVAILING UPSCALE NATIONS AND POPULATIONS



VALUE LADDER

Value of Mobile Devices in your

- 1- WORK
- 2- DAILY TASKS
- 3- SOCIAL LIFE
- 4- ACQUIRING KNOWLEDGE
- 5- KNOWING THE WORLD
- 6- ACHIEVING MY POTENTIAL IN LIFE

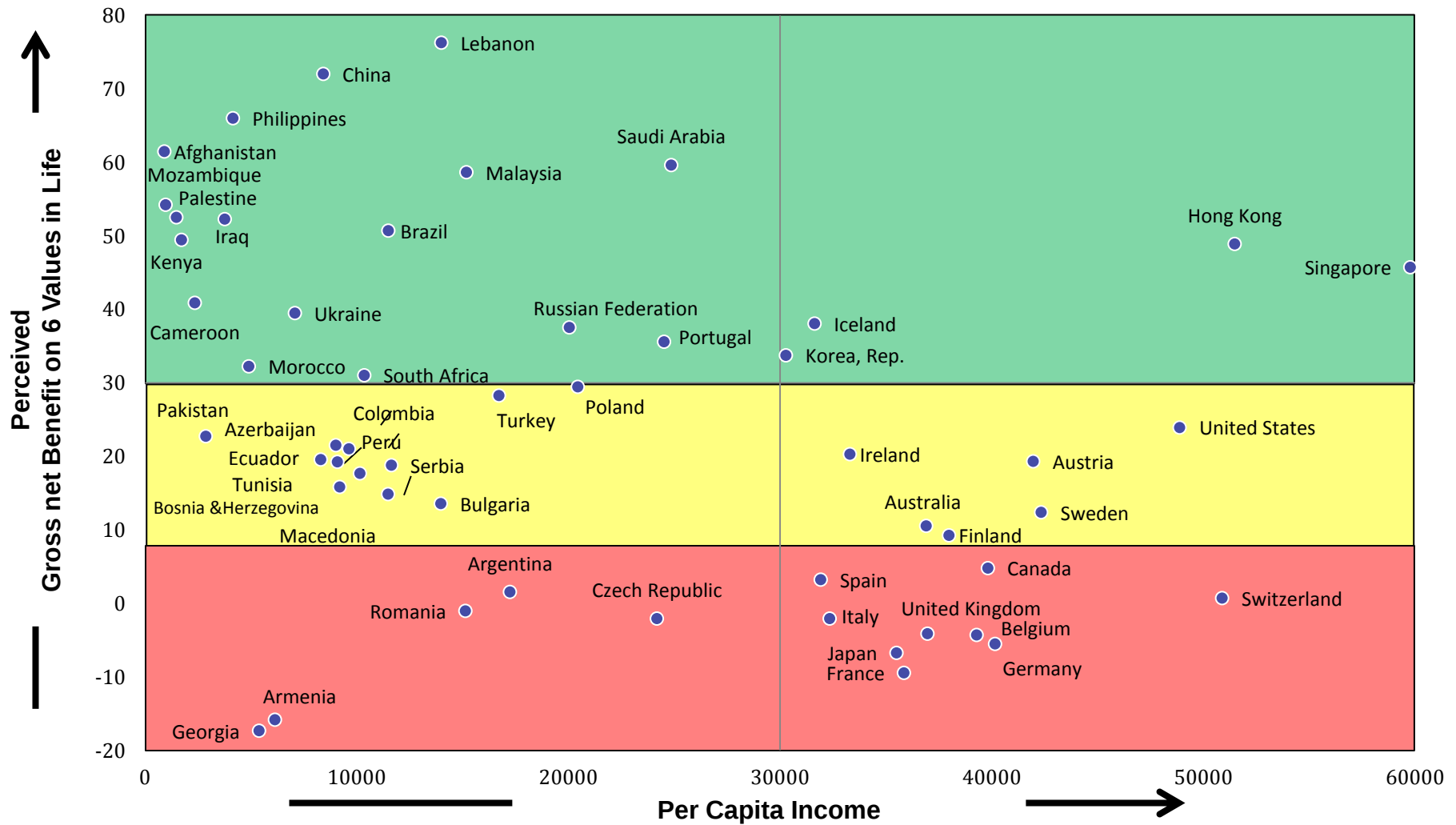
5 Point Scale

HIGH VALUE ←————→ **LOW VALUE**



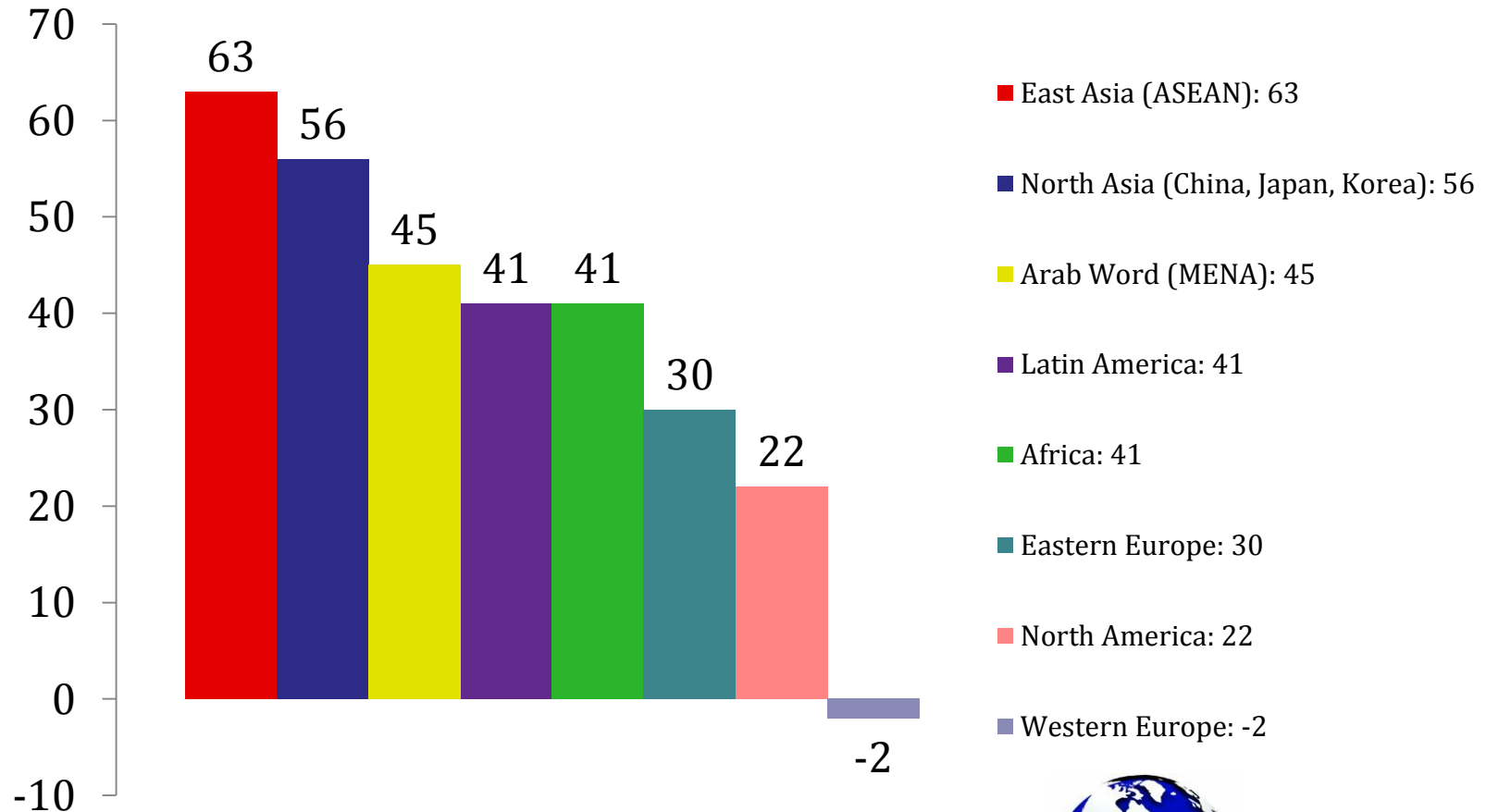
VALUE LADDER and value-income matrix

Low Income and specially Emerging Nations put higher value on the benefits of Mobile phone

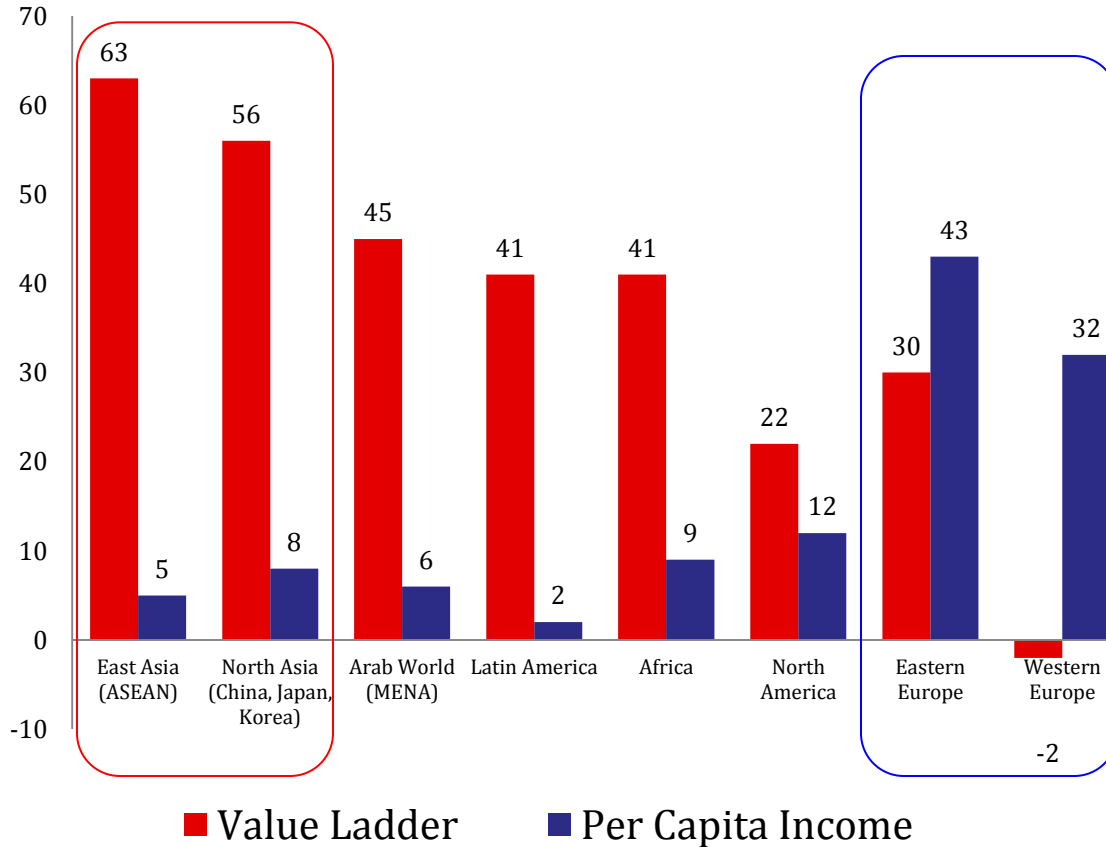


LOW Methodology to compute Net Value provided at the end of these slides HIGH

VALUE LADDER (Motive)



VALUE INCOME LADDER (Motive and Means Ladder)



		US\$ at PPP
East Asia (ASEAN)	63	4538
North Asia (China, Japan, Korea)	56	7701
Arab World (MENA)	45	5833
Latin America	41	9039
Africa	51	1810
North America	22	12077
Eastern Europe	30	43254
Western Europe	-2	32075



Sr	Countries	Mobile Users (Duplicated)	High Value Assigning Customers (%)	Estimated Number of High Value Assigning Customers (4)
	Global average	5,948,952,900	58	3,450,392,682
1	China	986,253,000	84	828,452,520
2	Brazil	244,358,000	68	166,163,440
3	Russia	236,700,000	58	137,286,000
4	United States	290,300,000	47	136,441,000
5	Philippines	94,190,000	79	74,410,100
6	Pakistan	111,000,000	49	54,390,000
7	Saudi Arabia	53,706,000	79	42,427,740
8	South Africa	64,000,000	61	39,040,000
9	Turkey	65,322,000	54	35,273,880
10	Japan	132,760,000	26	34,517,600
11	Ukraine	55,576,000	60	33,345,600
12	Italy	96,005,000	31	29,761,550
13	Germany	108,700,000	26	28,262,000
14	Malaysia	36,661,000	77	28,228,970
15	Korea, South	52,507,000	52	27,303,640
16	Poland	50,160,000	50	25,080,000
17	United Kingdom	81,612,000	29	23,667,480
18	Colombia	46,200,000	47	21,714,000
19	Morocco	36,554,000	57	20,835,780
20	Kenya	28,080,000	72	20,217,600
21	Spain	52,598,000	38	19,987,240
22	Iraq	27,000,000	72	19,440,000
23	Argentina	55,000,000	32	17,600,000
24	Afghanistan	17,558,000	83	14,573,140
25	France	59,840,000	24	14,361,600
26	Peru	32,461,000	40	12,984,400
27	Hong Kong	15,293,000	68	10,399,240
28	Canada	27,387,000	36	9,859,320
29	Australia	24,490,000	38	9,306,200
30	Cameroon	10,486,000	64	6,711,040
31	Ecuador	15,333,000	42	6,439,860
32	Portugal	12,335,000	51	6,290,850
33	Romania	23,400,000	26	6,084,000
34	Austria	13,023,000	46	5,990,580
35	Mozambique	7,855,000	75	5,891,250
36	Tunisia	12,388,000	47	5,822,360
37	Singapore	7,794,000	65	5,066,100
38	Serbia	10,182,000	43	4,378,260
39	Sweden	11,194,000	37	4,141,780
40	Czech Republic	13,000,000	31	4,030,000
41	Bulgaria	10,475,000	38	3,980,500
42	Finland	8,940,000	37	3,307,800
43	Switzerland	10,122,000	31	3,137,820
44	Azerbaijan	10,120,000	30	3,036,000
45	Belgium	12,541,000	24	3,009,840
46	Lebanon	3,350,000	86	2,881,000
47	Ireland	4,906,000	44	2,156,640
48	West Bank	2,405,000	73	1,755,650
49	Bosnia and Herzegovina	3,171,000	41	1,300,110
50	Macedonia	2,213,000	41	907,330
51	Georgia	4,430,000	18	797,400
52	Armenia	3,211,000	19	610,090
53	Iceland	344,100	58	199,578

Global Rough Estimates of HIGH VALUE ASSIGNING CUSTOMERS

(Estimating is based on 'duplicated' estimates of Mobile owning population)

VALUE LADDER

MEANS AND MOTIVES GAP

		Total Mobile Owners		Total High Value Mobile Customers		Total GNI	
			Col %		Col %		Col %
LOW MEANS	Box 1	1,917,067,000	56%	1,447,950,680	72%	6,019,996,949,248	15%
	Box 2	468,066,000	14%	204,428,190	10%	1,780,593,605,120	4%
HIGH MEANS	Box 3	934,418,000	28%	327,910,450	16%	32,093,051,961,344	78%
	Box 4	75,938,100	2%	42,968,558	2%	1,226,247,418,880	3%
		3,395,489,100	100%	2,023,257,878	100%	41,119,889,934,592	100%



METHODOLOGY

HIGH VALUE ASSIGNING NATIONS

The respondents were asked to put High or Low value of having a mobile phone with respect to 6 aspects of their life: Work, daily tasks, Social life, acquiring knowledge, know the world and achieving ones potential in life. They were asked to respond on a 6 point scale. We calculated Net Value on each aspect by deducting the sum of top 2 boxes from the bottom 2 boxes. This gave 6 Net Value figures. We then summed them up and computed a simple average. We call this the 'Gross Net Value of Mobile Phone'.

HIGH VALUE ASSIGNING CUSTOMERS

Respondents who give response 'very high or high' value were given an individual score of '3'; those responding 'Neither High nor Low' were assigned a score of '2'; while those responding 'Very Low or Low' were assigned a score of '1'. The scores on all 6 dimensions were added to compute a Gross Score for each individual in the global survey.

