

MNOs MOBILE DATA SUBSCRIPTION TRENDS 2017	March	April	May	June	July	August	September
EXPRESSO	17,501	10,151	10,151	10,151	10,151	10,151	10,151
MILLICOM (TIGO)	2,746,803	2,802,950	2,876,905	2,968,076	3,028,013	3,063,109	3,029,361
SCANCOM (MTN)	11,903,262	12,110,284	12,310,158	12,229,090	12,442,647	12,888,465	12,925,524
VODAFONE MOBILE	3,685,895	3,657,020	3,717,118	3,643,298	3,641,806	3,738,710	3,889,821
AIRTEL	2,802,097	2,761,521	2,763,982	2,758,420	2,734,649	2,744,033	2,718,966
GLO MOBILE	263,919	242,973	239,207	245,729	246,201	295,951	291,998
TOTAL MOBILE	21,419,477	21,584,899	21,917,520	21,854,764	22,103,467	22,740,419	22,865,821
MONTH OVER MONTH GROWTH	8.74%	0.77%	1.54%	-0.29%	1.14%	2.88%	0.55%
MONTH OVER MONTH GROWTH							
EXPRESSO	-40%	-42%	0%	0%	0%	0%	0%
MILLICOM (TIGO)	0.86%	2.04%	2.64%	3.17%	2.02%	1.16%	-1.10%
SCANCOM (MTN)	5.54%	1.74%	1.65%	-0.66%	1.75%	3.58%	0.29%
VODAFONE MOBILE	44.22%	-0.78%	1.64%	-1.99%	-0.04%	2.66%	4.04%
AIRTEL	-1.38%	-1.45%	0.09%	-0.20%	-0.86%	0.34%	-0.91%
GLO MOBILE	-2.06%	-7.94%	-1.55%	2.73%	0.19%	20.21%	-1.34%
POPULATION	28,263,730	28,320,257	28,376,898	28,433,651	28,490,519	28,547,500	28,604,595
GROWTH RATE							
PENETRATION	March	April	May	June	July	August	September
MOBILE DATA	75.78%	76.22%	77.24%	76.86%	77.58%	79.66%	79.94%

MARKET SHARE For BROADBAND DATA OPERATORS							
EXPRESSO	0.08%	0.05%	0.05%	0.05%	0.05%	0.04%	0.04%
MILLICOM (TIGO)	12.82%	12.99%	13.13%	13.58%	13.70%	13.47%	13.25%
SCANCOM (MTN)	55.57%	56.11%	56.17%	55.96%	56.29%	56.68%	56.53%
VODAFONE MOBILE	17.21%	16.94%	16.96%	16.67%	16.48%	16.44%	17.01%
AIRTEL -MOBILE	13.08%	12.79%	12.61%	12.62%	12.37%	12.07%	11.89%
GLO MOBILE	1.23%	1.13%	1.09%	1.12%	1.11%	1.30%	1.28%
TOTAL	100%	100%	100%	100%	100%	100%	100%

*MOBILE NETWORK OPERATORS (MNOs)

**Mobile Data Subscription of Expresso is as at April,2017