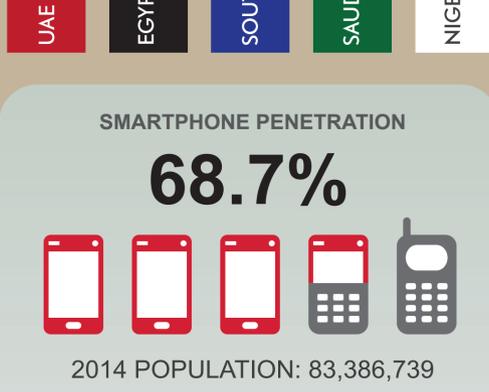


STATE OF THE APP ECONOMY IN

EGYPT

EGYPT TOP AFRICAN COUNTRY FOR MOBILE GROWTH IN 2014



SMARTPHONE PENETRATION

68.7%



2014 POPULATION: 83,386,739

MOBILE SUBSCRIPTIONS ARE ON THE RISE



THAT'S ALMOST 1.12 SUBSCRIPTIONS PER PERSON ON AVERAGE!

AVG COST OF SMARTPHONES

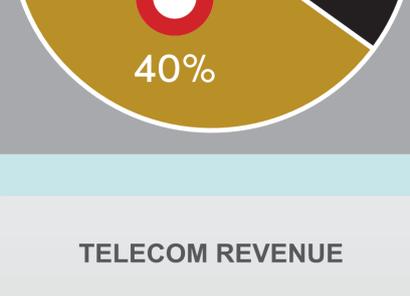
iPHONE 5c 3,775 EGP

iPHONE IN BRAZIL - 7,015 EGP (2,799 REAIS)

M'ROLA XT 910 RAZR 2,222 EGP

ANDROID IN BRAZIL - 1,376 EGP (549 REAIS)

TELECOM MARKET SHARES



TELECOM REVENUE

27.9 BILLION EGP

THE COMBINED TELECOMS REVENUE OF EGYPT AMOUNTS TO 27.9BN EGP, WHEN TAKING INTO CONSIDERATION REPORTED REVENUES OF MOBINIL (10.2M EGP), VODAFONE EGYPT (14BN EGP) AND ETISALAT EGYPT (3.7 EGP).

"EGYPT IS DETERMINED TO EMBRACE THE SIGNIFICANT SOCIOECONOMIC OPPORTUNITIES OFFERED BY MOBILE. BROADBAND CONNECTIVITY HAS BECOME A KEY COMPETITIVE DIFFERENTIATOR IN THE GLOBAL ECONOMY AND OUR CITIZENS WILL WELCOME THE MANY BENEFITS OF GREATER ACCESS TO MOBILE SERVICES IN THEIR PERSONAL AND PROFESSIONAL LIVES."

His Excellency Eng. Atef Helmy, minister of communications and information technology

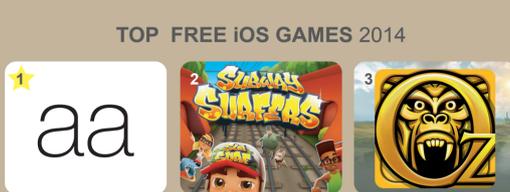
MOST POPULAR SMARTPHONE BRANDS 2014



MOST POPULAR MESSAGING APPS 2014



MOST POPULAR SOCIAL NETWORKS 2014



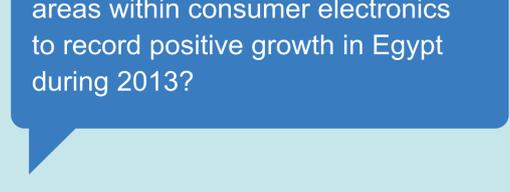
TOP FREE iOS GAMES 2014



TOP FREE ANDROID GAMES 2014



TOP APPS BY EGYPTIAN DEVELOPERS 2014



Did you know that mobile phones was one of the few product areas within consumer electronics to record positive growth in Egypt during 2013?

Wow! But they're all feature phones, right?

Nope. Everyone in Egypt is looking to upgrade their feature phone to a smartphone. In fact, with smartphones becoming cheaper and more models hitting the market, it's becoming the must have gadget.

Wow, I had no idea how popular smartphones had become in Egypt!

It's true, and before too long, almost everyone in Egypt will be using smartphone apps! Make sure you can reach all of them with your own custom made app.

Does your business have an app yet?

brought to you by



make your own app today

www.appmakr.com