

Competitive Analysis for X

POSITIONING MATRIX

- Developing Countries – Africa region
- Developed Countries – Europe region

Developing Countries

% - Growth per Year

Number of Users

200,000,000

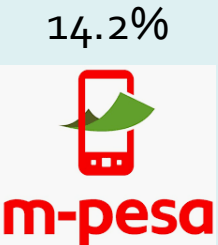
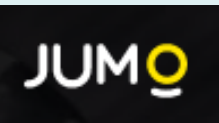
100,000,000

50,000,000

25,000,000

10,000,000

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50,000,000 100,000,000 200,000,000 300,000,000 400,000,000 500,000,000 600M

Company Value

Developed Countries

% - Growth per Year

Number of Users

4,000,000

3,000,000

2,000,000

1,000,000

500,000

100,000,000 500,000,000 1,000,000,000 2,000,000,000 3,000,000,000

Company Value

443%


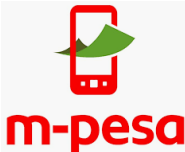



2,000%

-54.4%

0.81%

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Developing Countries – Service type and Business Model

		<i>Service Type</i>		
		Bank	Platform	OS
<i>Business Model</i>	B2B		cellulant 	
	B2C		 m-pesa 	
	B2B2C		 	

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Developed Countries – Service type and Business Model

