

Market	Marketing	Utility	Authentication	Service	
Argentina	0.0618	0.034	0.0367	0.0316	
Brazil	0.0625	0.008	0.0315	0.03	
Chile	0.0889	0.02	0.0527	0.0454	
Colombia	0.0125	0.0002	0.0077	0.006	
Egypt	0.1073	0.0052	0.0618	0.0644	
France	0.1432	0.03	0.0691	0.0859	
Germany	0.1365	0.055	0.0768	0.0819	
India	0.0107	0.0014	0.0014	0.004	
Indonesia	0.0411	0.02	0.03	0.019	
Israel	0.0353	0.0053	0.0169	0.018	
Italy	0.0691	0.03	0.0378	0.0386	
Malaysia	0.086	0.014	0.018	0.022	
Mexico	0.0436	0.01	0.0239	0.0105	
Netherlands	0.1597	0.05	0.072	0.0891	
Nigeria	0.0516	0.0067	0.0287	0.031	
Pakistan	0.0473	0.0054	0.0228	0.0142	
Peru	0.0703	0.02	0.0377	0.0179	
Russia	0.0802	0.04	0.0429	0.0398	
Saudi Arabia	0.0455	0.0115	0.0226	0.0195	
South Africa	0.0379	0.0076	0.018	0.0168	
Spain	0.0615	0.02	0.0342	0.0369	
Turkey	0.0109	0.0053	0.0083	0.003	
United Arab Emirates	0.0384	0.0157	0.0178	0.019	
United Kingdom	0.0529	0.022	0.0358	0.0388	
North America	0.025	0.004	0.0135	0.0088	
Rest of Africa	0.0225	0.0061	0.0144	0.0363	
Rest of Asia Pacific	0.0732	0.0157	0.0425	0.0224	
Rest of Central & Eastern Europe	0.086	0.0353	0.0557	0.025	
Rest of Latin America	0.074	0.0113	0.0445	0.0423	
Rest of Middle East	0.0341	0.0157	0.0178	0.0218	
Rest of Western Europe	0.0592	0.03	0.0378	0.0397	
Other	0.0604	0.0077	0.0304	0.0145	