

# SMARTPHONES: WHAT IS THE PRICE OF COUNTERFEITS?

## HOW MANY SMARTPHONES ARE CONNECTED?



**3.1 billion**



**50%** Of the world's population has a smartphone connection



**382 million**

**75%** EU citizens have a smartphone connection

## HOW MANY PEOPLE BOUGHT A SMARTPHONE IN 2015?

**1 in 6** people in the world



**1 in 3** people in EU



As smartphones become more popular, so do counterfeits.

### SALES LOST

**€45.3 billion**

**184 million** smartphones not sold worldwide

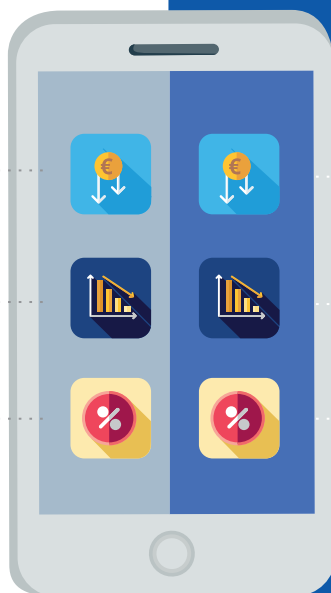
**12.9%** Percentage of lost sales due to counterfeits worldwide

### SALES LOST

**€4.2 billion**

**14 million** smartphones not sold in EU

**8.3%** Percentage of lost sales due to counterfeits in EU



### TOP 5 EU COUNTRIES FOR ABSOLUTE SALES LOST

**€660 million** UNITED KINGDOM

**€564 million** GERMANY

**€380 million** FRANCE

**€885 million** ITALY

**€386 million** SPAIN

