Dear Colleague,

Thank you for making the 2015 GSMA Mobile World Congress a remarkable success!

As evidenced by our continued pattern of record-breaking attendance, Mobile World Congress remains the place where industry leaders come to advance business. This year 94,241 unique attendees participated in Mobile World Congress, including continued, unparalleled support amongst the C-suite of the world’s leading companies. The seniority of attendees at MWC remained impressive with over 5,000 CEOs and 57% senior-level attendees.

During the event, leaders from mobile operators such as AT&T, Deutsche Telekom, Dialog Axiata, KT Corporation, Orange, Telefónica, Telenor and Vodafone, and senior executives and leaders from companies and organisations such as Ericsson, The European Commission, Facebook, MasterCard, Mozilla Foundation, Nokia, Peel, U.S. Federal Communications Commission and Wikipedia, among others, gathered to address key developments in the mobile ecosystem and the path to innovation.

Over 2,100 companies showcased their organisations via exhibition stands and hospitality spaces across ten halls and outdoor areas at Fira Gran Via and Fira Montjuïc, including a vastly expanded exhibition in Hall 8.0. The exhibition, occupying more than 100,000 square metres of net exhibition and hospitality space, provided opportunities for attendees to meet, network and examine the latest industry trends. In addition, 3,814 international print, web and broadcast media and industry analysts attended the event to analyse and report on the many significant announcements made at Mobile World Congress.

For a second year, Mobile World Congress hosted the 4 Years from Now (4YFN) programme at Fira Montjuïc. This innovative programme, developed by Mobile World Capital Barcelona and the GSMA, brought together over 8,000 attendees representing start-ups and interested business owners with amazing learning and networking opportunities.

As the Mobile World Capital, Barcelona was once again a wonderful host city for Mobile World Congress. We acknowledge and thank the cities of Barcelona and L’ Hospitalet, the region of Catalonia, Fira Gran Via, Fira Montjuïc and our local partners for being such warm and efficient hosts. We would also like to thank our numerous sponsors and partners for their continued support.

We look forward to seeing you in Barcelona on 22-25 February for Mobile World Congress 2016.

Warm regards,

John Hoffman
CEO
GSMA Limited
Contents

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1. SNAPSHOT
Record-breaking attendance, participation

- Unmatched quality of attendees: C-Level/Board/VP/Directors represented 57% of all attendees and 75% of all conference attendees
- 94,241 attendees through the door, a 10% increase from 2014
- 12,097 conference attendees
- Strong media involvement: 3,814 press/industry analysts
- Demonstrated commitment by operators: 12% of attendees
- Global participation: 201 countries in attendance from all regions of the world

<table>
<thead>
<tr>
<th>Category</th>
<th>Attendance 2015</th>
<th>Attendance 2014</th>
<th>Attendance 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Attendees</td>
<td>94,241</td>
<td>85,916</td>
<td>72,534</td>
</tr>
<tr>
<td>Total Senior-Level Attendees</td>
<td>57%</td>
<td>55%</td>
<td>57%</td>
</tr>
<tr>
<td>Total Senior-Level Conference Attendees</td>
<td>75%</td>
<td>72%</td>
<td>73%</td>
</tr>
<tr>
<td>Total Countries Represented</td>
<td>201</td>
<td>201</td>
<td>202</td>
</tr>
</tbody>
</table>
Unparalleled roster of speakers sharing their views of the future of the mobile industry: 310 speakers, over 42 sessions, including the following outstanding keynote speakers:

- **Jon Fredrik Baksaas**
  - President & CEO
  - Telenor Group
  - Chairman
  - GSMA

- **Anne Bouverot**
  - Director General
  - GSMA

- **Simon Segars**
  - CEO
  - ARM

- **Ralph de la Vega**
  - President & CEO
  - AT&T Mobile & Business Solutions

- **Joerg Tewes**
  - CEO
  - Avegant

- **Gary Kovacs**
  - CEO
  - AVG Technologies

- **Francisco González**
  - Chairman & CEO
  - BBVA

- **Karsten Ottenberg**
  - CEO
  - BSH Home Appliances

- **Timotheus Höttges**
  - CEO
  - Deutsche Telekom

- **Ken Hu**
  - Deputy Chairman & Rotating CEO
  - Huawei

- **Dr Hans Wijayasuriya**
  - Group Chief Executive
  - Dialog Axiata

- **Brian Krzanich**
  - CEO
  - Intel

- **Taavi Kotka**
  - CIO
  - e-Estonia

- **Niklas Adalberth**
  - Co-Founder
  - Klarna

- **Hans Vestberg**
  - President & CEO
  - Ericsson

- **Chang-Gyu Hwang**
  - CEO
  - KT Corporation

- **Guenther Oettinger**
  - Commissioner for the Digital Economy & Society
  - European Commission

- **Jeanie Han**
  - CEO
  - LINE Euro-Americas

- **Ajay Banga**
  - President & CEO
  - MasterCard

- **Sanjay Kapoor**
  - Chairman
  - Micromax Informatics

- **Mitchell Baker**
  - Executive Chairwoman
  - Mozilla Foundation
1. SNAPSHOT

Rajeev Suri  
President & CEO  
Nokia

Stéphane Richard  
Chairman & CEO  
Orange Group

Bill McDermott  
CEO  
SAP

Alvaro del Castillo  
Founder & CEO  
TAPtap Networks

Vittorio Colao  
Chief Executive  
Vodafone

Thiru Arunachalam  
Founder & CEO  
Peel

César Alierta  
Executive Chairman & CEO  
Telefónica

Robert Beckman  
CEO  
Wicab

Steve Mollenkopf  
CEO  
Qualcomm Incorporated

Davor Sutija  
CEO  
Thinfilm

Jimmy Wales  
Founder  
Wikipedia

Carlos Ghosn  
Chairman & CEO  
Renault-Nissan Alliance

Patrick Gelsinger  
CEO  
VMware
Global interest from decision makers

Continued growth among senior-level attendees

Mobile World Congress continues to offer thought-provoking content and foster networking opportunities which are desirable for senior-level attendees. Senior management (director level and higher) attendance was 57%, an increase from 2014. In 2015 more than 5,000 CEOs attended Mobile World Congress, an increase of more than 500 from 2014. The quality of attendees continues to maintain excellent levels year over year:

<table>
<thead>
<tr>
<th>JOB FUNCTION</th>
<th>2015</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>C-Level/Owner</td>
<td>14%</td>
<td>20%</td>
<td>19%</td>
</tr>
<tr>
<td>Vice President</td>
<td>11%</td>
<td>9%</td>
<td>10%</td>
</tr>
<tr>
<td>Director</td>
<td>32%</td>
<td>25%</td>
<td>28%</td>
</tr>
<tr>
<td>Attorney/Counsel</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
<td>N/A</td>
</tr>
<tr>
<td>Manager</td>
<td>29%</td>
<td>30%</td>
<td>27%</td>
</tr>
<tr>
<td>Consultant</td>
<td>7%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>11%</td>
<td>12%</td>
<td>13%</td>
</tr>
</tbody>
</table>
2. ATTENDEES
Four years of more than 10,000 operator attendees

Mobile World Congress continued the trend of attracting new and emerging industries including new verticals, consumer brands, and developers, while maintaining the core commitment of the mobile operator community. More than 11,000 attendees (12%) represented the operator community at Mobile World Congress. This represents a year-over-year increase of nearly 500 attendees from MNOs. Industries showing increases in attendees include device and hardware manufacturers and network infrastructure vendors. In addition, 2015 marked a continued strength in participation for emerging industries. Identified in the table as ‘Other,’ industries such as biotechnology, pharmaceuticals, automotive, retail, entertainment and education do not individually rank high but collectively show the increasing popularity of the mobile ecosystem.

**ATTENDEE INDUSTRY**

<table>
<thead>
<tr>
<th>Industry</th>
<th>2015</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile, Fixed, and Virtual Network Operator</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Device, Wireless Components &amp; IT/Hardware Manufacturer</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>App and Software Development Vendor</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Network Infrastructure Vendor</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Finance/Banking/Venture Capital</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Government/Regulatory/Association</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobile Content Provider</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Systems Integrator</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OSS/Billing and Test/Measurement vendors</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Integrated Solution Vendor (Software Only)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Broadcast/Media</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Value-Added Reseller</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Industries</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2. ATTENDEES
A truly mobile world: More than 200 countries represented

The Congress attendance geographical breakdown remains relatively constant year over year. Mobile World Congress continues to attract a global audience with 201 countries represented in 2015. Once again, Europe is the most represented region with 60% of attendees, followed by North America and Asia Pacific.
Top 10 Countries
The top 10 countries, or 12 with the similarity at the 9th position, represented at Mobile World Congress continue to remain constant over the years. In 2015 the top countries remain the same as 2013 and 2014 with one addition of the Netherlands. Overall four of the six geographic regions continue to be represented in the top 10 countries.

<table>
<thead>
<tr>
<th>COUNTRIES</th>
<th>2015</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spain</td>
<td>22%</td>
<td>21%</td>
<td>17%</td>
</tr>
<tr>
<td>United States</td>
<td>14%</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>9%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>France</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Germany</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>China</td>
<td>5%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>South Korea</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Italy</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Sweden</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Japan</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Israel</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>
3. CONFERENCE ATTENDEES

Consistent with previous years, conference attendees tend to be more senior (76% director level and above) than the overall attendees (57% C-level). We saw a continuing trend of strong senior-level participation in the conference with six straight years of more than 70% senior-level participation.

Conference attendees diversifying and growing

As with Mobile World Congress attendees overall, the geographical profile of conference attendees was stable in comparison to 2014. Of note this year was an increase of conference attendees by 500 total attendees, the fifth consecutive year of significant increases in total attendance.
Operators develop thought leadership for a diverse audience

The mobile industry, led by the operator community, gathered to exchange ideas and thought leadership through its participation in the conference programme (26% of conference attendees were from operators for the third straight year). The conference attendees exemplified the diversification of the industry with continued growth represented in the ‘Other’ category. Industries with 1% or less of total conference attendees include education, entertainment, automotive, and biotech/healthcare.

### COMPANY INDUSTRY

<table>
<thead>
<tr>
<th>Industry</th>
<th>2015</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile, Fixed, and Virtual Network Operator</td>
<td>26%</td>
<td>26%</td>
<td>26%</td>
</tr>
<tr>
<td>Government/Regulatory/Association</td>
<td>11%</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>App and Software Development Vendor</td>
<td>12%</td>
<td>12%</td>
<td>9%</td>
</tr>
<tr>
<td>Device, Wireless Component, and IT/Hardware Manufacturer</td>
<td>12%</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>Finance/Banking/Venture Capital</td>
<td>9%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Advertising and Marketing</td>
<td>5%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Network Infrastructure Vendor</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Mobile Content Provider</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Broadcast/Media</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Integrated Solution Vendor (Software Only)</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Systems Integrator</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>OSS/Billing and Test/Measurement Vendor</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Other Industries</td>
<td>11%</td>
<td>10%</td>
<td>16%</td>
</tr>
</tbody>
</table>
**MWC: A worldwide exhibition**

Exhibitors at Mobile World Congress came from 62 countries, consistent with 2014. Europe remains the largest region with 51% of exhibitors, with North America and Asia completing the top three regions, which is in line with the geographic profile of the attendee population.

### Africa

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>1%</td>
<td>2%</td>
</tr>
</tbody>
</table>

### Americas

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Americas</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

### Asia Pacific

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia Pacific</td>
<td>18%</td>
<td>14%</td>
</tr>
</tbody>
</table>

### Europe

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>51%</td>
<td>56%</td>
</tr>
</tbody>
</table>

### Middle East

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Middle East</td>
<td>5%</td>
<td>7%</td>
</tr>
</tbody>
</table>

### North America

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>23%</td>
<td>20%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>22%</td>
<td>15%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>13%</td>
<td>10%</td>
</tr>
<tr>
<td>Spain</td>
<td>11%</td>
<td>8%</td>
</tr>
<tr>
<td>China</td>
<td>10%</td>
<td>5%</td>
</tr>
<tr>
<td>Germany</td>
<td>7%</td>
<td>6%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>France</td>
<td>4%</td>
<td>9%</td>
</tr>
<tr>
<td>Canada</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Israel</td>
<td>2%</td>
<td>6%</td>
</tr>
<tr>
<td>South Korea</td>
<td>2%</td>
<td>5%</td>
</tr>
<tr>
<td>Taiwan</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>
Exhibitors represent a wide spectrum of the mobile ecosystem

Companies and organisations exhibiting in 2015 represented all facets of the industry. The top 100 exhibitors utilised over 30,000 square meters of space.

- Accenture
- ACCIÖ
- Acer
- AirWatch by VMware
- Akamai Technologies
- ALCATEL One Touch
- Alcatel-Lucent
- Amdocs
- Android
- ASUS
- AT&T
- Belgium-Belgica
- Brightstar
- Broadcom Corporation
- Business France
- Canonical Group
- Celistics Holdings
- Cellular Italia
- China Mobile
- Ciena
- Cisco Systems
- Commscope
- Comverse
- Coriant Operations
- Dell
- Deutsche Telekom
- Emitac Mobile Solutions
- Ericsson
- Etsisat
- Facebook
- Ford
- France Telecom/Orange
- Freescale Semiconductor
- Fujitsu
- Gemalto
- Giesecke & Devrient
- Gionee Communication Equipment
- Google
- Government of Canada
- Great Britain Pavilion/Trade Fair Ltd
- GSMA Innovation City
- Harman International Industries
- Hewlett-Packard
- HSBC Bank Plc
- HTC Corporation
- Huawei Technologies
- IBM
- Imagination Technologies
- Infobip
- Ingram Micro Europe
- Intel Corporation
- Israel Export Institute & International Cooperation Institute
- Israel Mobile & Media Association
- Istanbul Chamber of Commerce
- JDSU
- Juniper Networks
- Korea Trade-Investment Promotion Agency (KOTRA)
- KT Corporation
- Lenovo
- LG Electronics Inc
- MasterCard
- Microsoft Mobile
- Ministerio de Industria, Energía y Turismo
- Mobile World Capital
- Mozilla
- NEC Corporation
- NetCracker Technology
- Nokia Corporation
- NRW.International
- NTT DOCOMO
- Oberthur Technologies
- ONEm Communications
- Ooredoo
- Opera Software
- Oracle
- Panasonic
- Qualcomm Incorporated
- Samsung Electronics
- Samsung Semiconductor
- SanDisk Corporation
- SAP
- Sierra Wireless
- SK Telecom
- Sony Mobile Communications
- SuZhou Snail Digital Technology
- Syniverse Technologies
- Tech Data Europe
- Telefónica
- Telenor
- Telit Communications
- Tizen Association
- Vestel
- VimpelCom
- Visa
- Vodafone
- WIKO
- Wuff Entre
- Yahoo!
- Zain
- ZTE

*Top exhibitors by square meters purchased, listed alphabetically*
3,814 press/industry analysts attended Mobile World Congress, representing over 1,700 organisations from 83 countries.

<table>
<thead>
<tr>
<th>COUNTRIES</th>
<th>2015</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>72%</td>
<td>75%</td>
<td>77%</td>
</tr>
<tr>
<td>Asia Pacific</td>
<td>12%</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>North America</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Americas</td>
<td>5%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Middle East</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Africa</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>
5. PRESS HIGHLIGHTS

Telecoms groups back giving users "mobile digital identity"

Journalists in Barcelona

More than 16 telecoms groups, including France’s Orange, Telco of Norway and the United Arab Emirates’ Etisalat, have signed up to a "mobile contact". This is a plan being developed by the GSMA, the trade organisation for the global telecoms industry, to provide users with a digital identity tied to their mobile phone.

Speaking at the Mobile World Congress in Barcelona, Joe Ferdin Balhain, chief executive of Etisalat, said that the mobile phone would be able to provide a single, secure

Everything’s connected at Mobile World Congress

Vegas Tracking Meets Extreme Sports

What Are 5G Wireless Networks?

Innovate City

The 3 Things that Must Happen Before Mobile Commerce Ignites

The BBC app and on-message in Barcelona

PYMNTS.com - tracks hot topics in payments and commerce

HOME  NEWS  INSIGHTS  COLUMNS  BLOGS & BRIEFS  ARCHIVE  COMPANY SPOTLIGHTS

THE 3 THINGS THAT MUST HAPPEN BEFORE MOBILE COMMERCE IGNOITES

By PYMNTS author

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SUPPORTING SPONSORS

ACCEDEAN NETWORKS

CISCO

EMS

EY

Building a better working world

GARMIN

HUAWEI

INNERACTIVE

LENOVO

IQOR

Letv

PNY

Prestigio

Schneider Electric

STC

TCS

TeleCommunication Systems

Wavecom

Wiko

GAME CHANGER

APP PLANET SUPPORTING SPONSORS

GLOBAL MOBILE AWARDS CATEGORY SPONSOR

GLOBAL MOBILE AWARDS CATEGORY SPONSOR

OFFICIAL LIVE CAPTIONING PROVIDER FOR MOBILE WORLD LIVE TV

ERICSSON

Star Alliance

SABDELL

b network

4 YEARS FROM NOW SPONSORS

GLOBAL PARTNERS:

OFFICIAL TRACK PARTNER

MAIN PARTNERS:

Audi

OPEN FUTURE

AQUALOGY

Infiware

Sabadell

Startme

SIGFOX

Google Cloud Platform

Xiaomi

Lenovo

MyTaxi

Bayer

Cataluna

Kraistrade

PayPal
Partner Programmes
Sponsors & Partners

6. SPONSORS

OFFICIAL INDUSTRY PARTNERS

PARTNER EVENTS

FORUM SERIES          TECHNOLOGY TRAINING PARTNER

POWER HOUR
Official Media Partners

Bloomberg Media
CNBC
C|net
FT
LinkedIn
The Wall Street Journal

4YFN Media Partners

Electronics World
Hypepotamus
T|espresso
Mobile Innovations
Romanian Startups
Stuff
Vice
Webrazzi
See you next year at

MOBILE WORLD CONGRESS

BARCELONA 22-25 FEB 2016

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