57%

Growth in the average selling price of entry level smartphones



22%

Increase in females purchasing a smartphone in 2024



60% of device purchases in 2024 were female compared to 38% in 2023



40% of sub-Saharan Africans live on less than \$1.90 per day. Even a \$100 smartphone is an unfathomable expense.



70%

Reduction in delinquency when using Trustonic's Device Locking Platform

3.5 billion people

worldwide still
lack access to a
smartphone and
the benefits
mobile internet
access brings to
connected
communities





27%

Growth in 18 - 24 year olds able to afford a smartphone, up from 44% in 2023