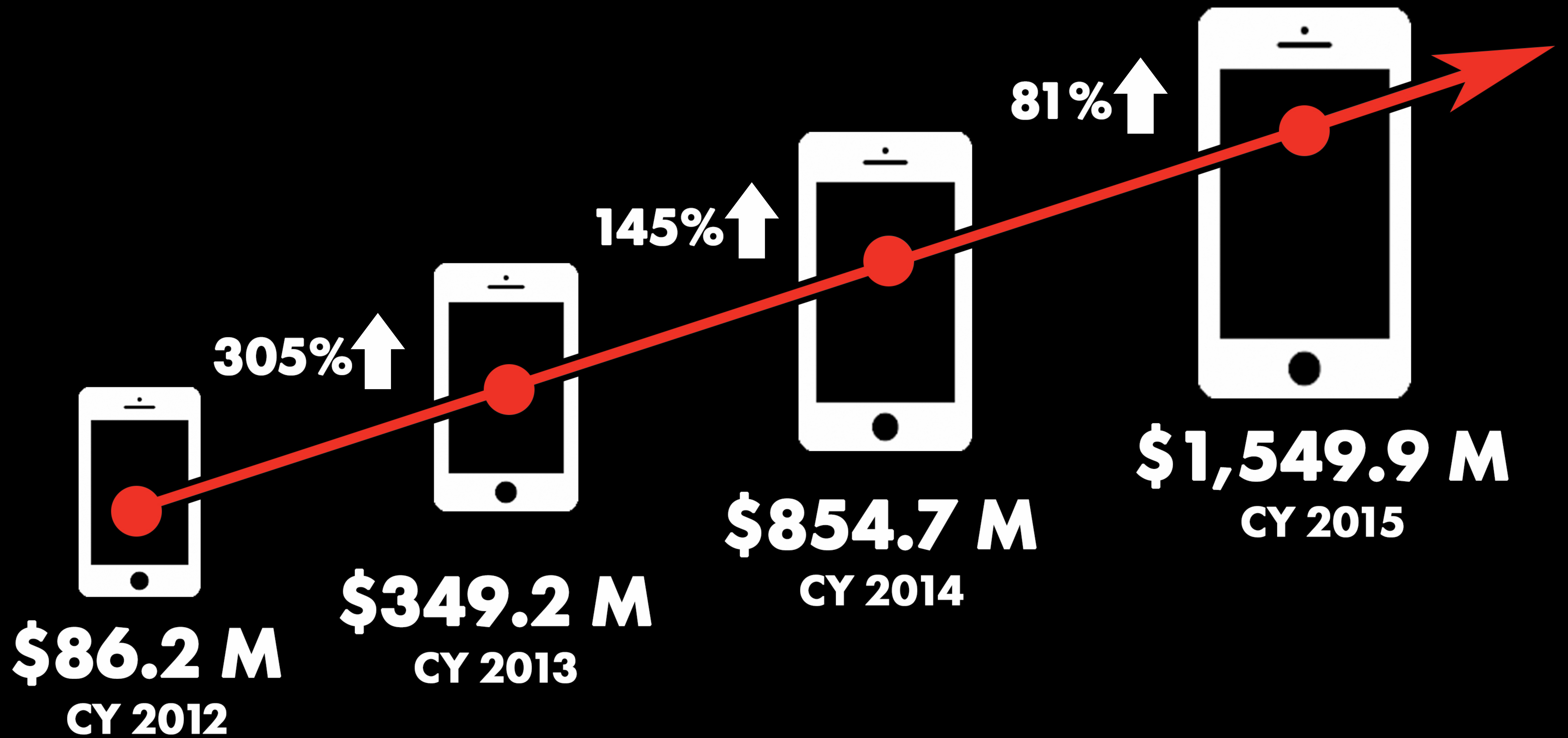


Mobile Expenditure Growth: CY 2012-2015



Source: (IAB) Online Advertising Expenditure Report for the quarter ending 31 December, 2015