

Market Size:

<div style="border: 1px solid black; border-radius: 15px; padding: 10px; width: 100px; margin: 0 auto;"> <p style="font-size: 24px; font-weight: bold; margin: 0;">132B\$</p> <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/> <p style="font-size: 24px; font-weight: bold; margin: 0;">TAM</p> </div> <p style="font-size: 10px; margin-top: 5px;">Total Available Market</p>	=	<div style="border: 1px solid black; border-radius: 15px; padding: 10px; width: 100px; margin: 0 auto;">  <p style="font-size: 12px; margin-top: 5px;">2B Rural Users Worldwide</p> </div>	X 66\$/y
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<div style="border: 1px solid black; border-radius: 15px; padding: 10px; width: 100px; margin: 0 auto;"> <p style="font-size: 24px; font-weight: bold; margin: 0;">66B\$</p> <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/> <p style="font-size: 24px; font-weight: bold; margin: 0;">SAM</p> </div> <p style="font-size: 10px; margin-top: 5px;">Serviceable Available Market</p>	=	<div style="border: 1px solid black; border-radius: 15px; padding: 10px; width: 100px; margin: 0 auto;">  <p style="font-size: 12px; margin-top: 5px;">1B Rural Users Africa</p> </div>	X 66\$/y
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<div style="border: 1px solid black; border-radius: 15px; padding: 10px; width: 100px; margin: 0 auto;"> <p style="font-size: 24px; font-weight: bold; margin: 0;">12.5B\$</p> <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/> <p style="font-size: 24px; font-weight: bold; margin: 0;">SOM</p> </div> <p style="font-size: 10px; margin-top: 5px;">Serviceable Obtainable Market</p>	=	<div style="border: 1px solid black; border-radius: 15px; padding: 10px; width: 100px; margin: 0 auto;">  <p style="font-size: 12px; margin-top: 5px;">190M Rural Users</p> </div>	X 66\$/y
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(750M*25% apps penetration rate in targeted countries)

