



2016: the number of mobile devices is bigger than the world population!

## GLOBAL DATA

Mobile connections, including M2M

May 2016

7,805,635,572

▲ 4.70%



Unique mobile subscribers

May 2016

4,752,587,113

▲ 4.76%



Revenue/year

FY 2015

\$1.06T

▲ 2.18%



ARPU/month

FY 2015

\$10.25

▼ -2.78%



Source: GSMA Intelligence 2016, current year-end data except interpolated subscribers and connections

**JAN  
2015**

# GLOBAL DIGITAL SNAPSHOT

A SNAPSHOT OF THE WORLD'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL  
POPULATION



we  
are  
social

**7.210  
BILLION**

URBANISATION: 53%

FIGURE REPRESENTS TOTAL GLOBAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



we  
are  
social

**3.010  
BILLION**

PENETRATION: 42%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA ACCOUNTS



we  
are  
social

**2.078  
BILLION**

PENETRATION: 29%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS, NOT UNIQUE USERS

UNIQUE  
MOBILE USERS



we  
are  
social

**3.649  
BILLION**

PENETRATION: 51%

FIGURE REPRESENTS  
UNIQUE MOBILE PHONE USERS

ACTIVE MOBILE  
SOCIAL ACCOUNTS



we  
are  
social

**1.685  
BILLION**

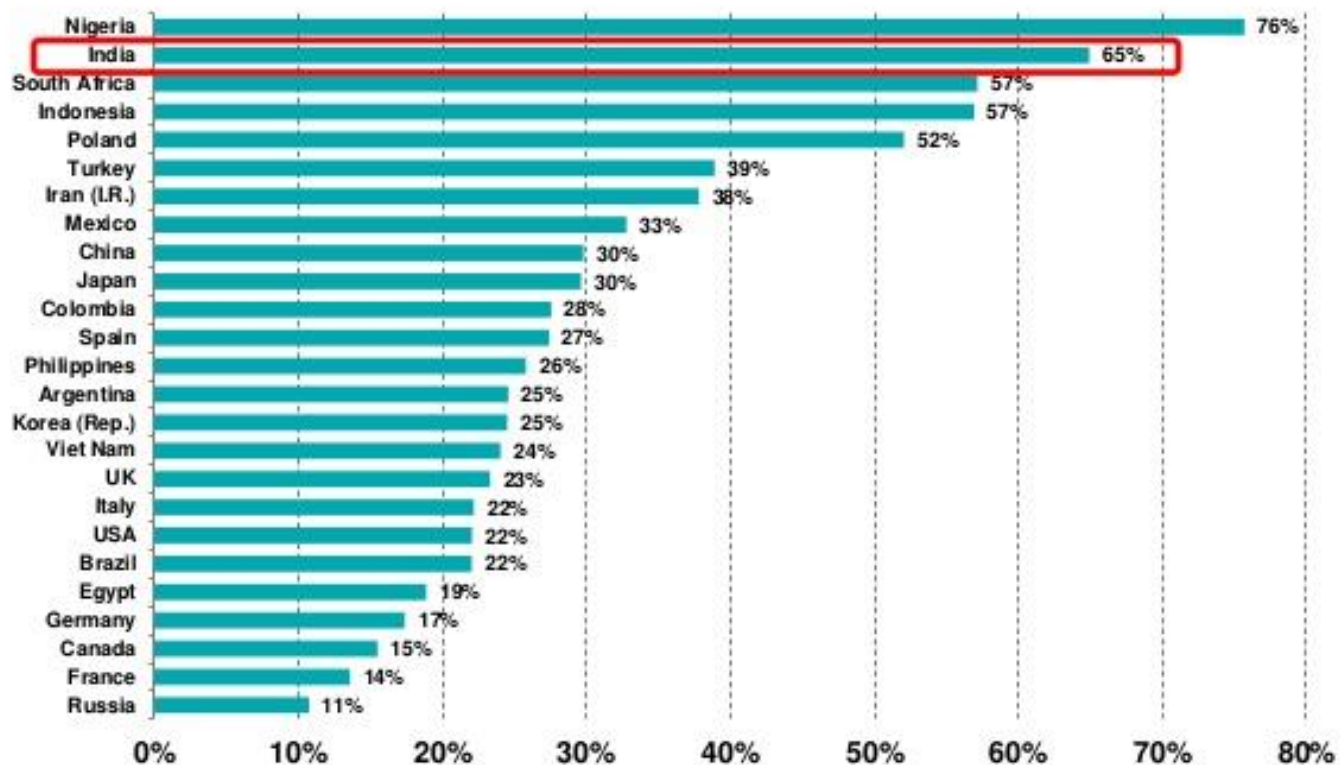
PENETRATION: 23%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS, NOT UNIQUE USERS



## Mobile = 65% of India Internet Traffic... More Mobilized vs. Most Other Countries

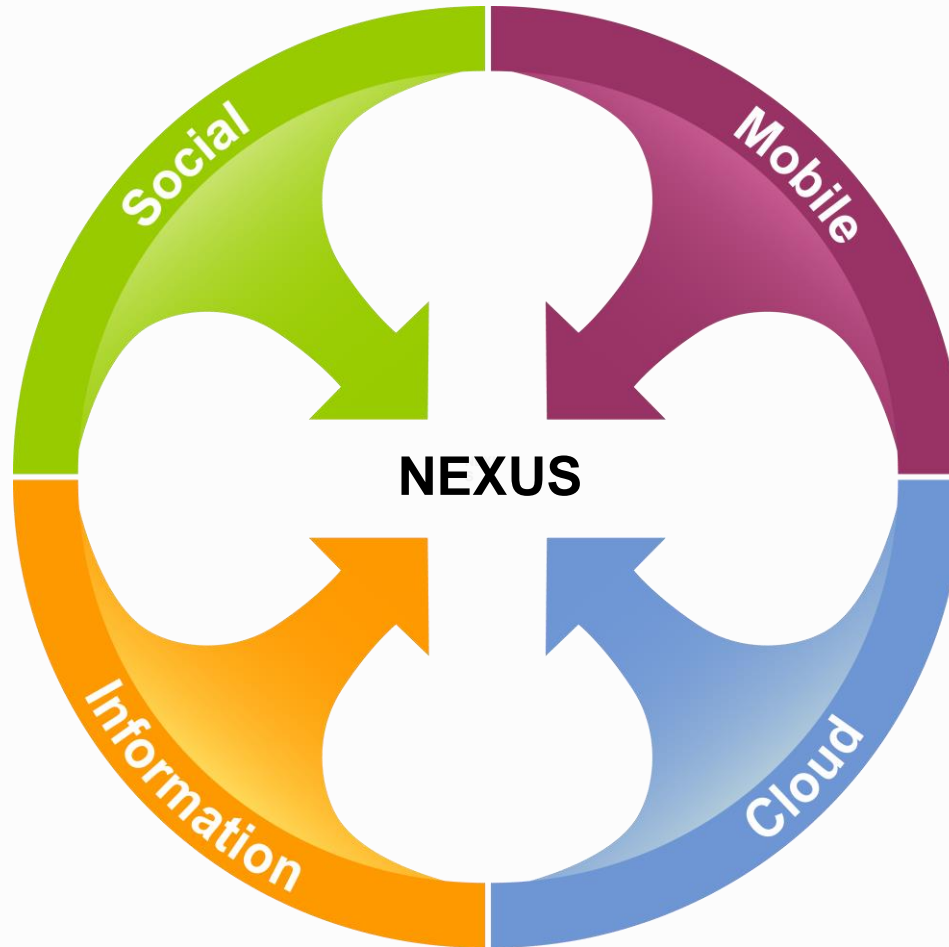
**Mobile % of Total Internet Traffic by Country, 5/15**





**HAMAC**  
HELLENIC ASSOCIATION  
OF MOBILE APPLICATION COMPANIES

# Gartner's Nexus of Forces: Social, Mobile, Cloud and Information



See "High-Tech Tuesday Webinar: Impact of Cloud, Data, Mobile and Social Forces on the Enterprise Software Markets"



**HAMAC**  
HELLENIC ASSOCIATION  
OF MOBILE APPLICATION COMPANIES

## 1st revolution

Water/Steam



## 2nd revolution

Electricity



## 3rd revolution

Automation



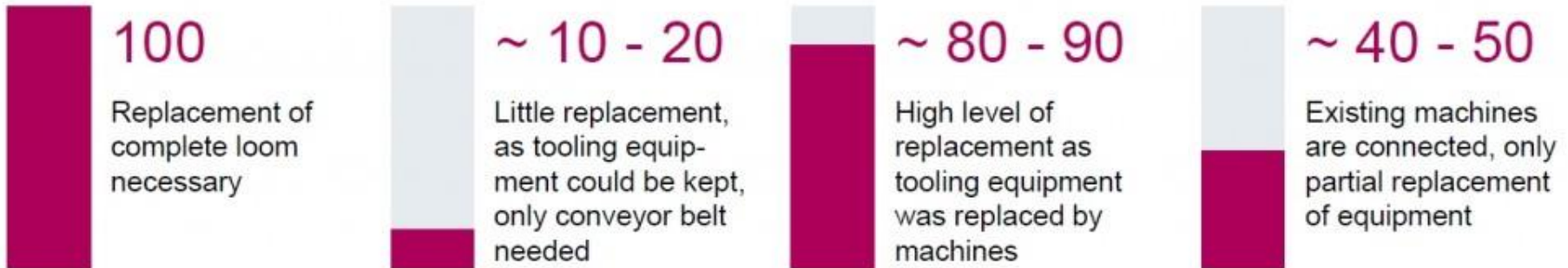
## 4th revolution

Cyberphysical systems



## Replacement of equipment

Percent of installed base

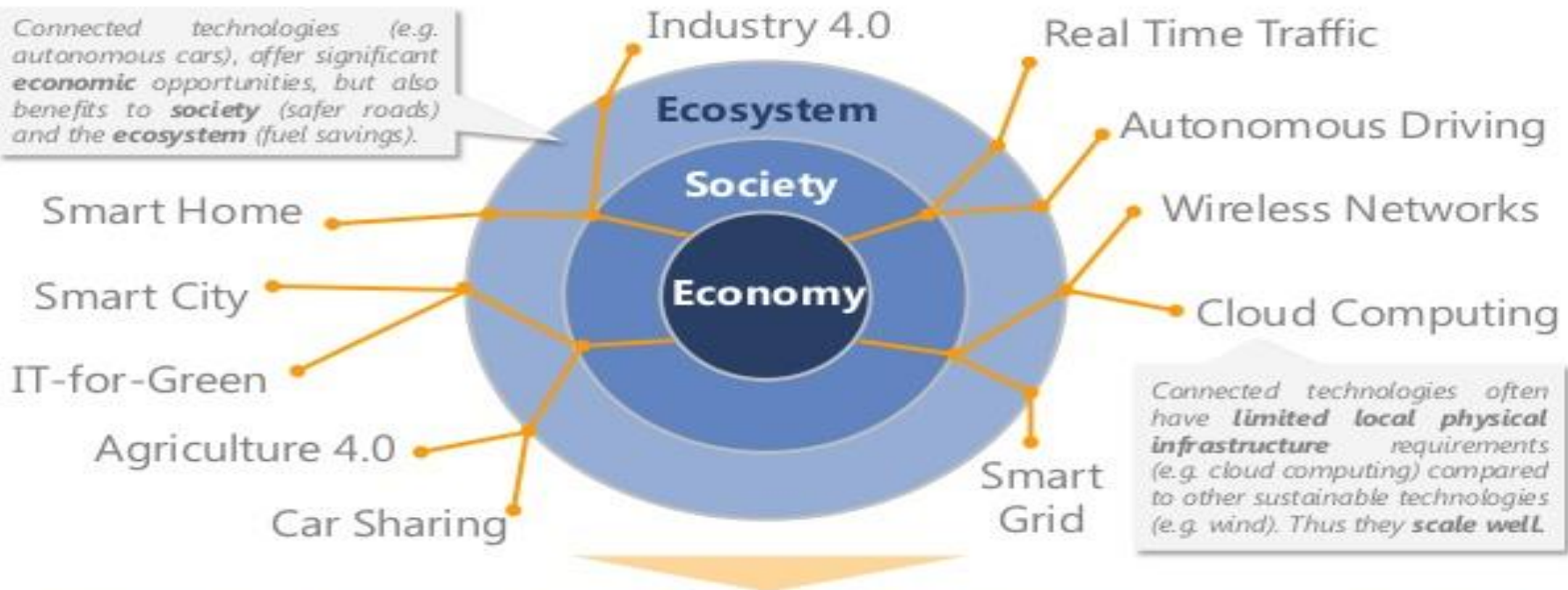






## **A** Connected technologies as a catalyst for sustainability

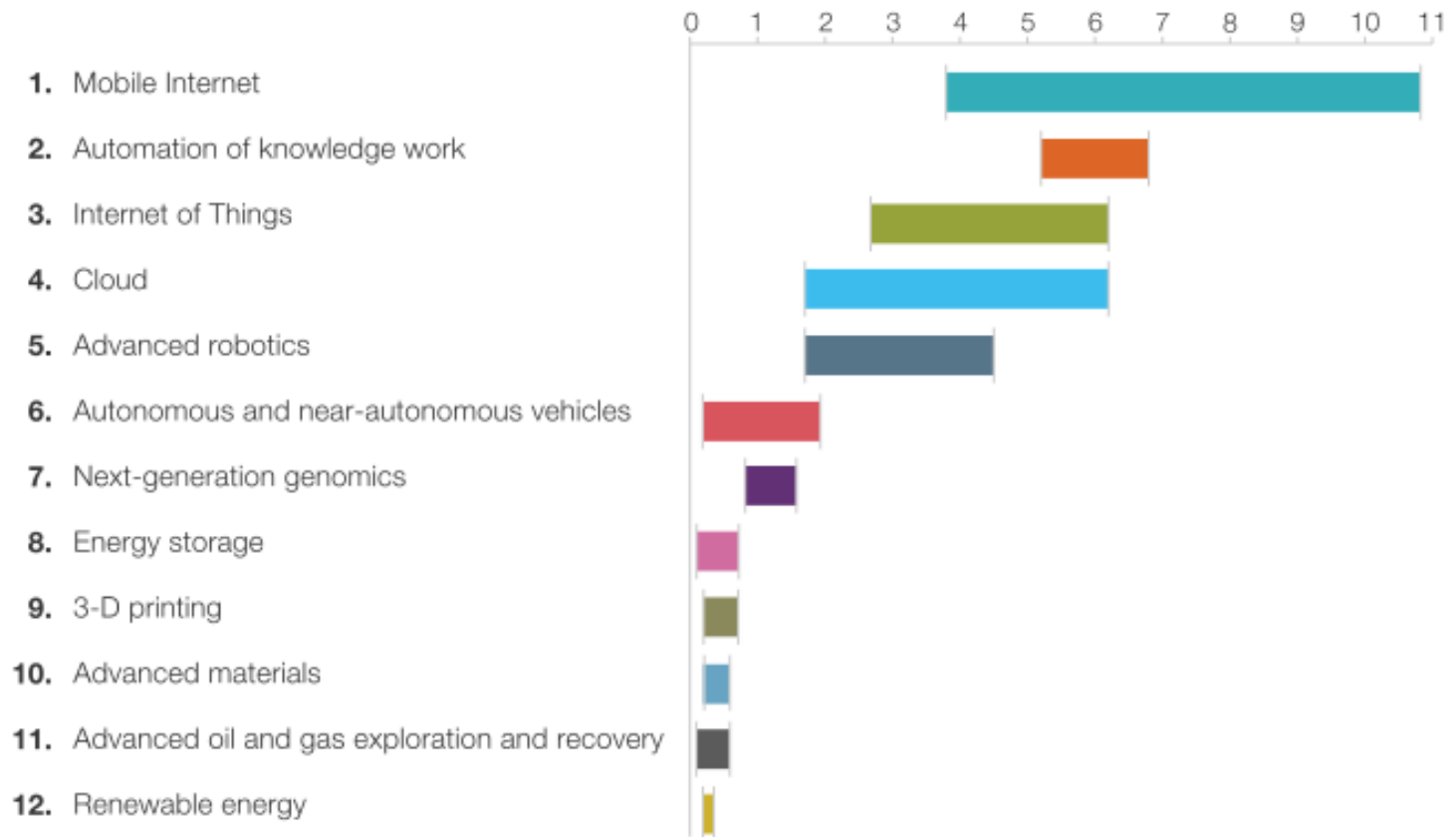
High scalability due to limited infrastructure requirements



From **optimised processes** to **improved decision making** – connected technologies are a **driver for sustainability**. They also offer high potential **scalability** of sustainability effects.

# A gallery of disruptive technologies

Estimated potential economic impact of technologies across sized applications in 2025, \$ trillion, annual



SOURCE: McKinsey Global Institute



**HAMAC**  
HELLENIC ASSOCIATION  
OF MOBILE APPLICATION COMPANIES

# about HAMAC

- ✓ Established in Athens in 2010, by **32** companies – today **70+** which develop **innovative** applications and services to **mobile devices**
- ✓ Its members have a global presence in **40+ countries**
- ✓ They have gained **international investors' trust** and have raised funds from the international markets.





**HAMAC**  
HELLENIC ASSOCIATION  
OF MOBILE APPLICATION COMPANIES

# The founding members of HAMAC



ALLUVION  
TELECOM SYSTEM INTEGRATOR

amaze)))  
mobilizing life



ATCOM  
from content to value



ELYROS  
Audiotex Services S.A.



fasmetrics  
INNOVATION YOU CAN TRUST



GLOBO™



info trip



M sensis

mVision

MELLON  
GROUP OF COMPANIES

MLS  
Making Life Simple



NIOBIMUM  
LABS



Sicommm  
MOBILE SOLUTIONS



upstream



Veriah®  
SOLUTIONS



Viva!



Wadja™



**HAMAC**  
HELLENIC ASSOCIATION  
OF MOBILE APPLICATION COMPANIES

# The new members 2012





**HAMAC**  
HELLENIC ASSOCIATION  
OF MOBILE APPLICATION COMPANIES

# The new members 2014

accuSONUS

Citrix **Byte**Mobile



econdais

$N=mc^2$



Jupitee

*Pinnatta*

upcom

Bringing business and IT together



**SOFTWeb**  
adaptive IT solutions

Singular **Logic**

 **softone**  
More than software



**HAMAC**  
HELLENIC ASSOCIATION  
OF MOBILE APPLICATION COMPANIES

# HAMAC members

- **4.000 employees**, among them **1.000 scientists and engineers** of high academic and professional qualification
- have a total turnover of over **400 mil.€**
- have obtained a series of **distinctions** and **awards** at national and international level



**HAMAC**  
HELLENIC ASSOCIATION  
OF MOBILE APPLICATION COMPANIES

# HAMAC Objectives

Growing the  
ecosystem

Going global

Access to  
capital

Enhancing  
innovation and  
entrepreneurship  
policies





**HAMAC**  
HELLENIC ASSOCIATION  
OF MOBILE APPLICATION COMPANIES

# Greece @MWC







**HAMAC**  
HELLENIC ASSOCIATION  
OF MOBILE APPLICATION COMPANIES

# The winners from Greece – ESA Competition

**copernicus  
masters**



EUROPEAN  
SATELLITE NAVIGATION  
**COMPETITION 2014**





**HAMAC**  
HELLENIC ASSOCIATION  
OF MOBILE APPLICATION COMPANIES

# YOOR: The Greece challenge winners



EUROPEAN  
SATELLITE NAVIGATION  
COMPETITION 2014

**Philippos Beveratos and Jean-Robert Malandra**  
Greece Challenge winners





**HAMAC**  
HELLENIC ASSOCIATION  
OF MOBILE APPLICATION COMPANIES

# Mobile mini-MBA



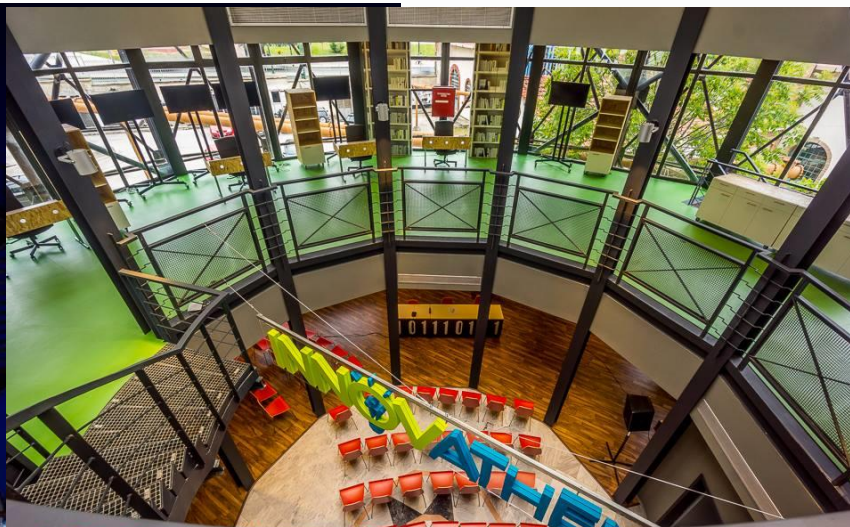
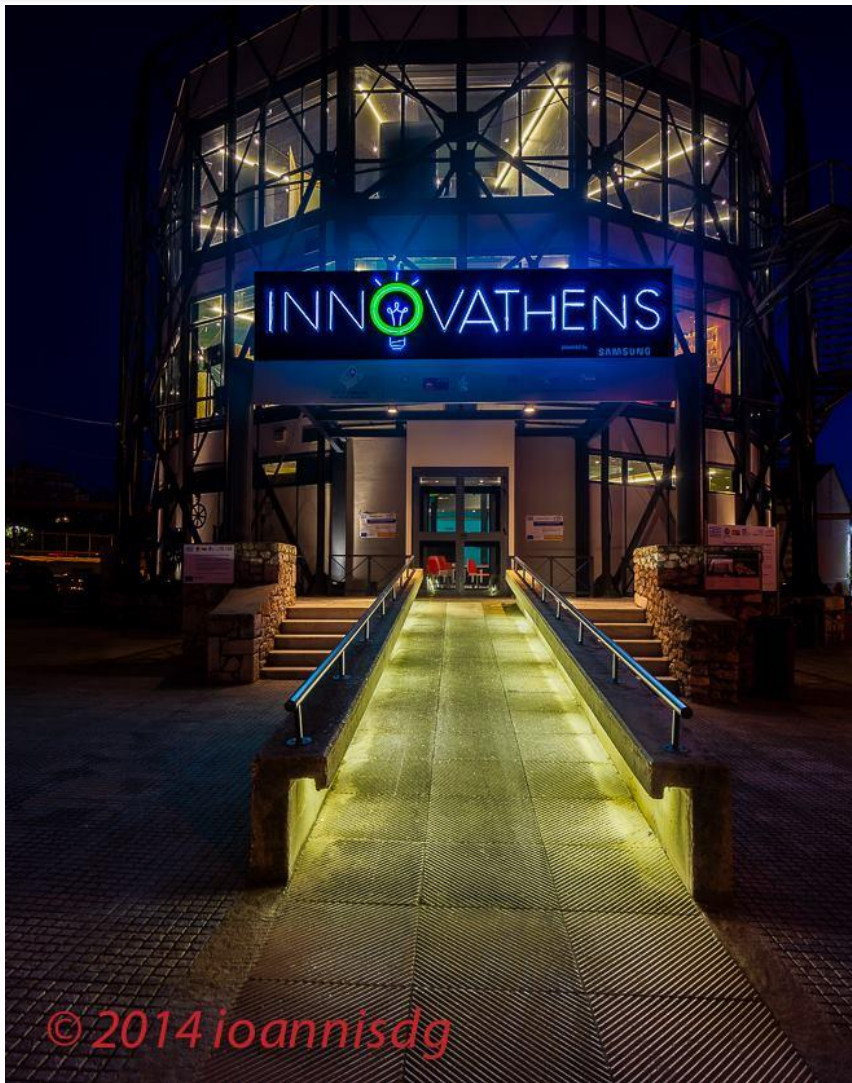
A HAMAC initiative, in cooperation with AUEB, Samsung and InnovAthens





**HAMAC**  
HELLENIC ASSOCIATION  
OF MOBILE APPLICATION COMPANIES

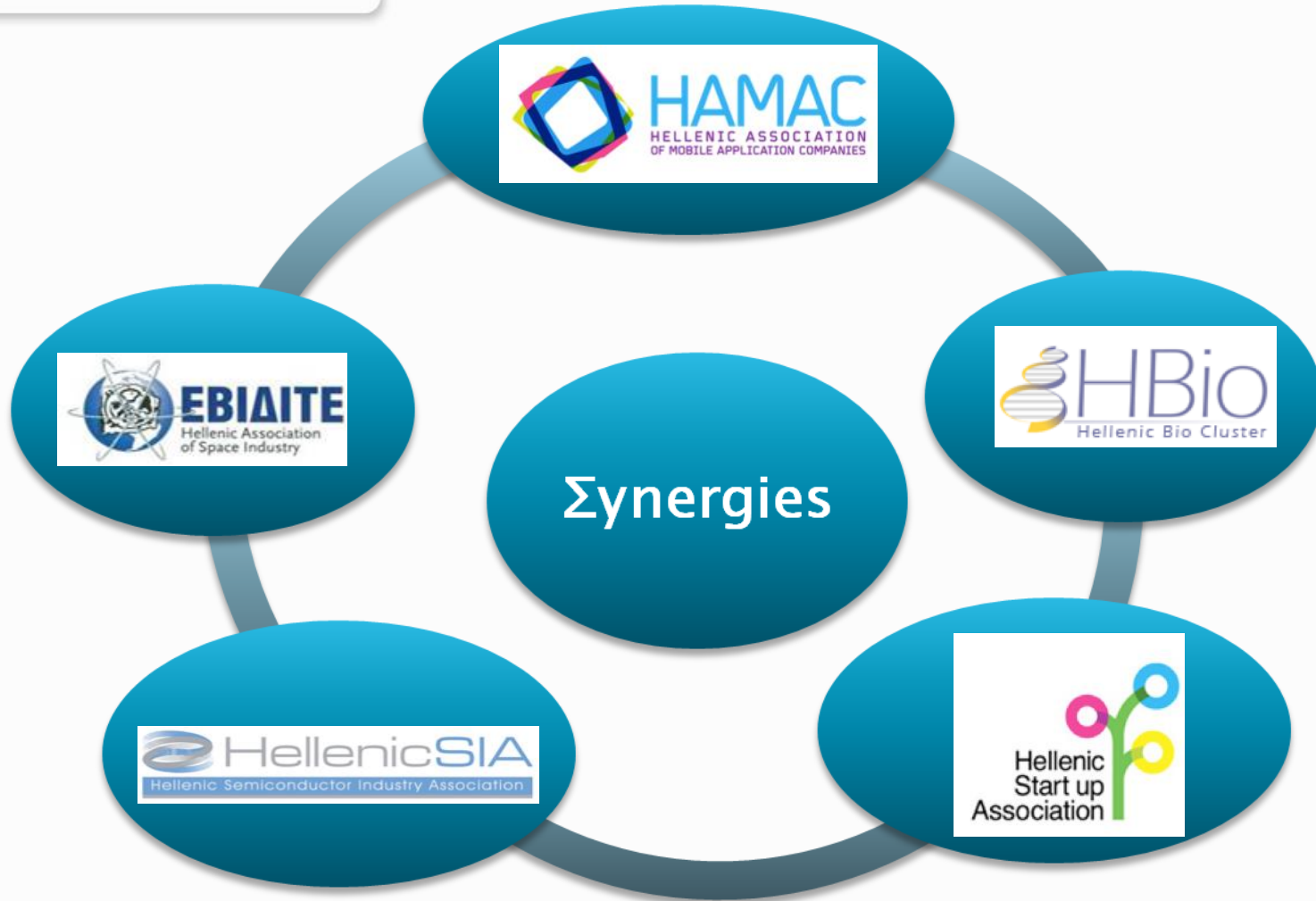
# InnovAthens - Σynergies





**HAMAC**  
HELLENIC ASSOCIATION  
OF MOBILE APPLICATION COMPANIES

# Σynergies





**HAMAC**  
HELLENIC ASSOCIATION  
OF MOBILE APPLICATION COMPANIES

# Thank you!

Yiannis K. Giannarakis  
[ygiannarakis@hamac.gr](mailto:ygiannarakis@hamac.gr)