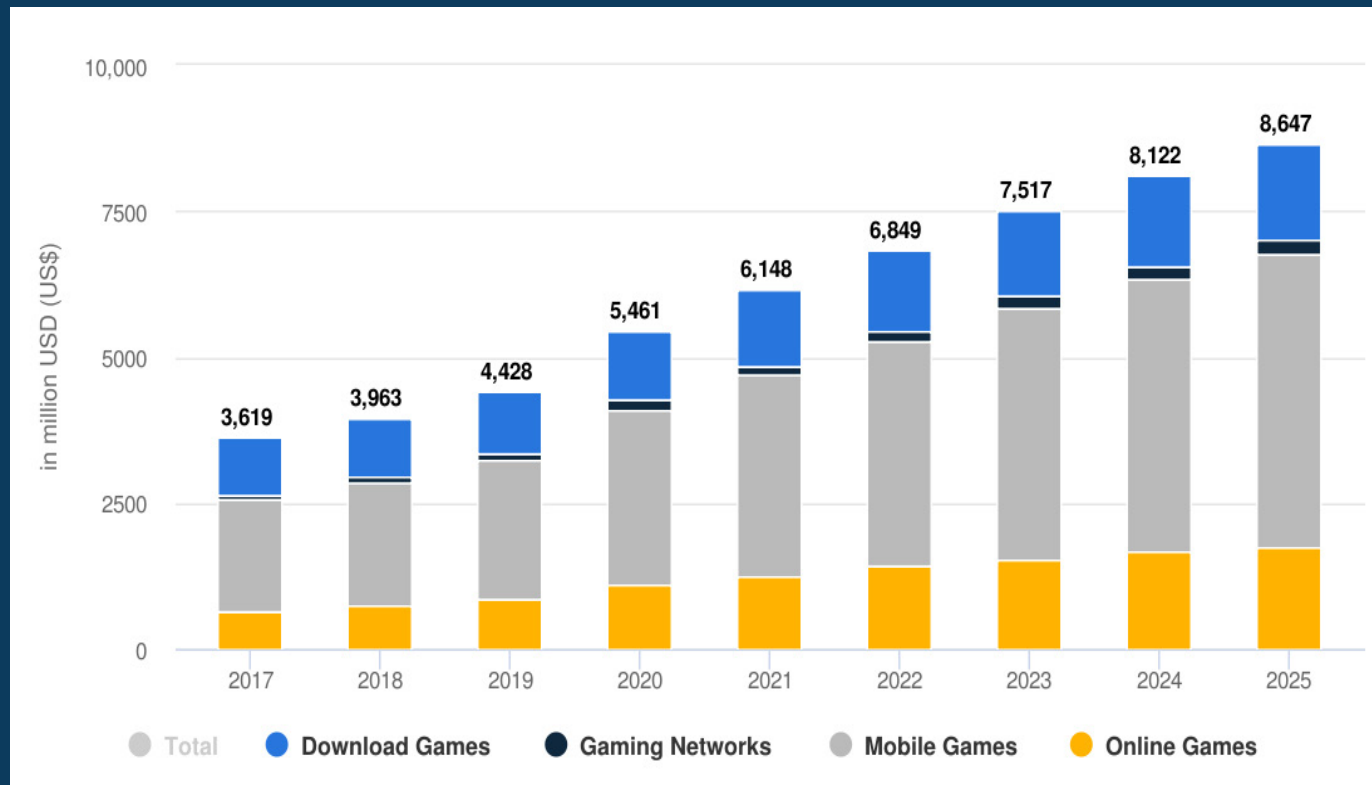
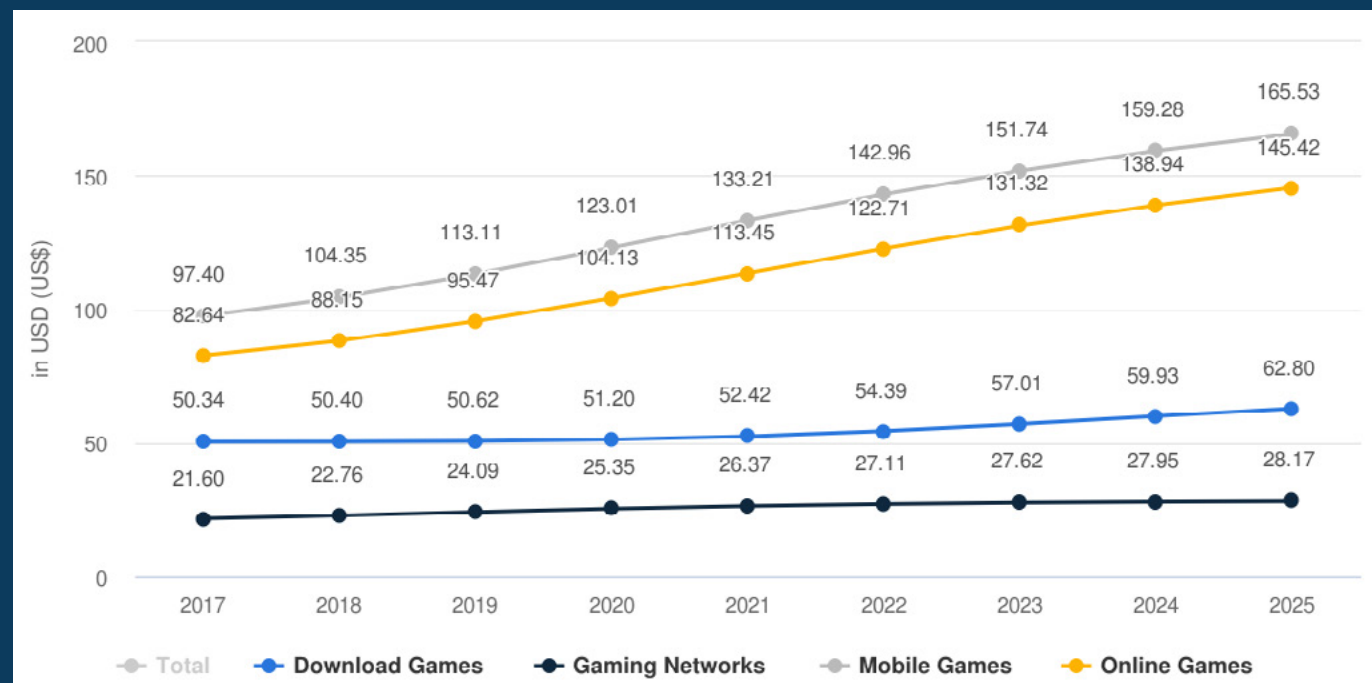


GAMING INDUSTRY SNAPSHOT: UK

Video Games By Revenue



Video Games ARPU by category



They Trust us

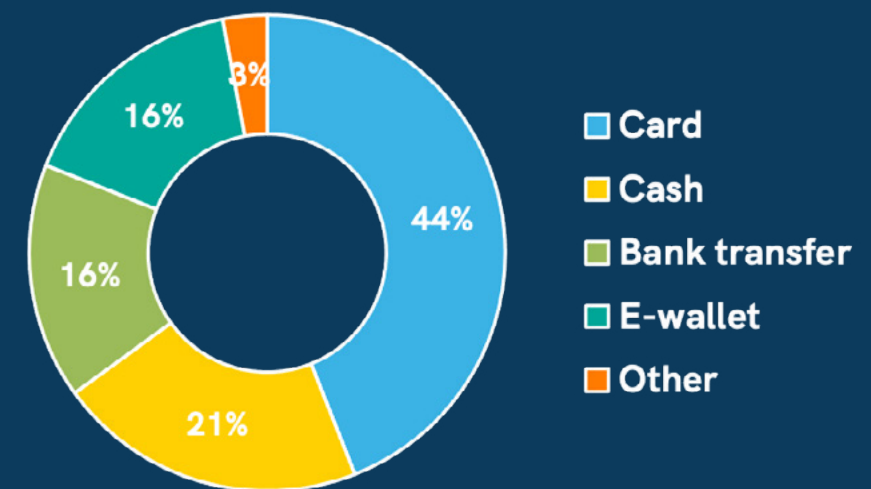


- 8.90%** Growth Rate (2021-2025)
- US\$8.6B** by 2025
- US\$3.4B** from Mobile Games, largest segment in 2021
- 67.7%** User penetration in 2021
- US\$133.1** ARPU

Payment Ecosystem at a Glance

US\$270.4B DIGITAL PAYMENTS TXN VALUE IN 2021

12.88% ANNUAL GROWTH 2021-2025



66M POPULATION

96% BANKED POPULATION

65% CREDIT CARD POPULATION

95% INTERNET PENETRATION

85% SMARTPHONE PENETRATION