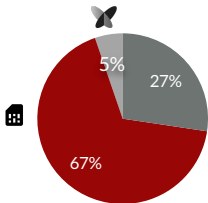


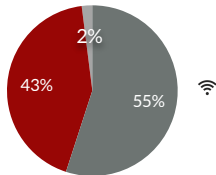
Connected buttons by numbers.



Communication preference



Businesses prefer stand-alone mobile connectivity

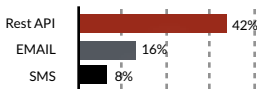


Home users like both mobile & WiFi

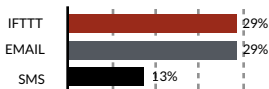
Sigfox connectivity is picking up. Year-on-year growth is 5% units in B2B sector (2% units on home users' side).



Connected actions



Businesses integrate



Home users seek convenience