

SOARING DATA USE AND HOW UEM IS POSITIONED TO BENEFIT FROM THIS MEGATREND

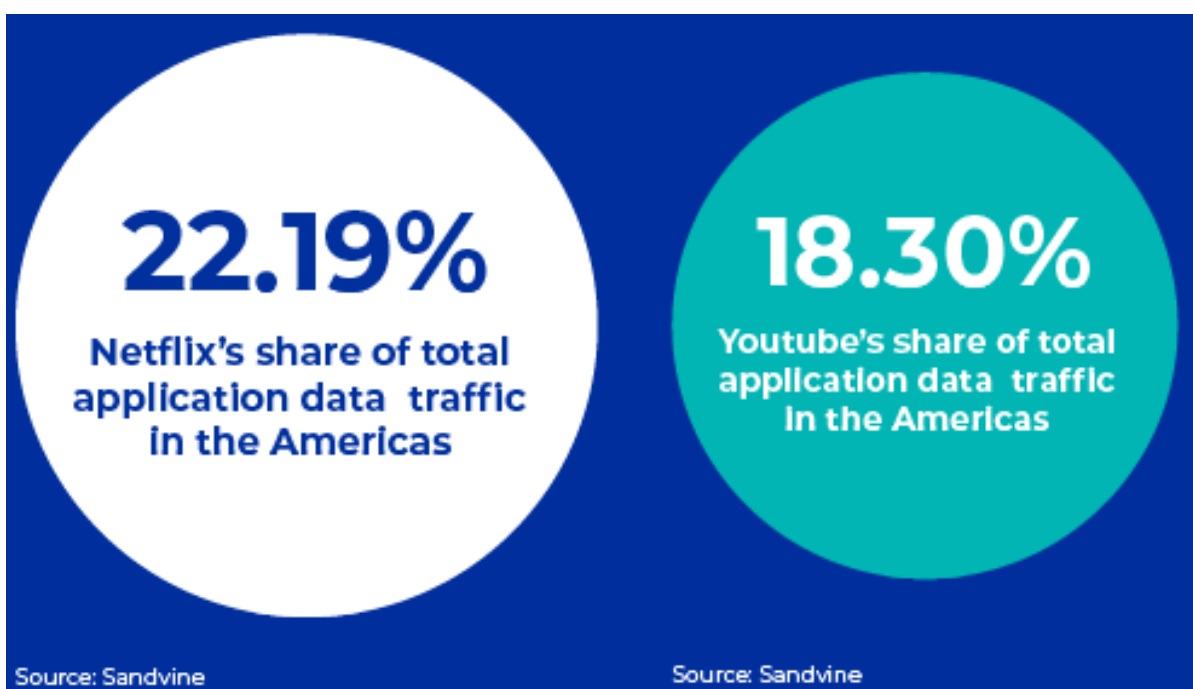
Globally, internet data consumption continues to grow unrelentingly

Individuals using the internet worldwide - 2017 vs 2022

Source: ITU



There has been a 56% increase in the number of individuals connected to the internet in the past five years, a total of 1.9bn new internet users.



Globally, the average internet user consumed 2.7x more data than they did in 2017, a compound annual growth rate (CAGR) of 22%. Video content from streaming and social media apps was a key contributor to this growth.

Data usage per internet user - 2017 vs 2022

Source: ITU



With more users consuming more content, overall data consumption worldwide more than quadrupled in the past five years, a CAGR of 33%

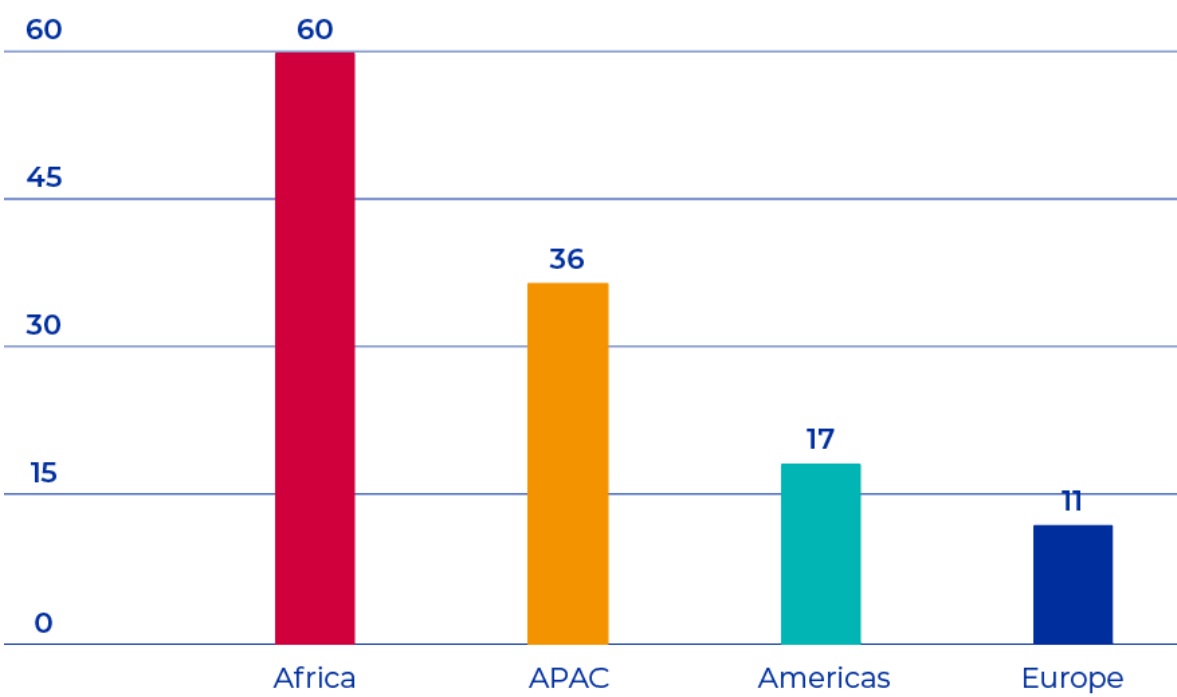
Global data usage - 2017 vs 2022

Source: ITU



But one-third of the World remains offline and this includes 60% of people in Africa and 36% in the Asia Pacific region.

Percentage of individuals offline by region



Source: ITU

Increasing affordability of 4G mobile handsets and communications equipment is driving rapid growth in data subscribers and data consumption in previously underserved markets, helping to close this digital divide.

UEM is exposed to the digitisation megatrend through investments in digital infrastructure across Asia, Eastern Europe, Latin America and Africa. UEM owns stakes in companies that own and operate data centres and mobile tower infrastructure, provide 4G and 5G mobile services and fibre broadband services. UEM also invests in managed IT services and software integration companies based in the emerging markets.



Discover more about how UEM is positioned to benefit from the soaring data use [here](#).