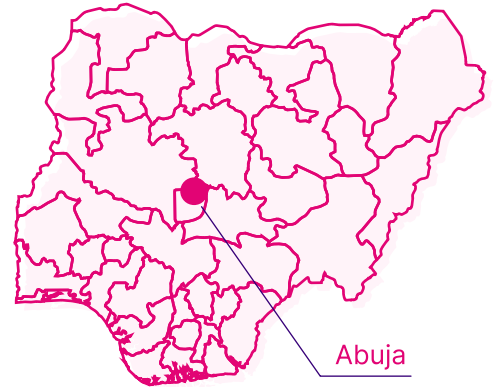


COUNTRY FOCUS

NIGERIA

Nigeria, with its young population and vast mobile subscriber base, boasts Africa's largest digital ecosystem. Rapid mobile adoption and growing demand for digital entertainment are transforming the country into a leading digital market.



“

Nigeria's digital landscape is evolving rapidly. Its vibrant mobile ecosystem, especially in entertainment and financial services, fosters innovation. We're focused on delivering seamless experiences that meet the dynamic needs of Nigerian consumers.

Samira Hamidi, Country Manager Nigeria



Population **228** millions

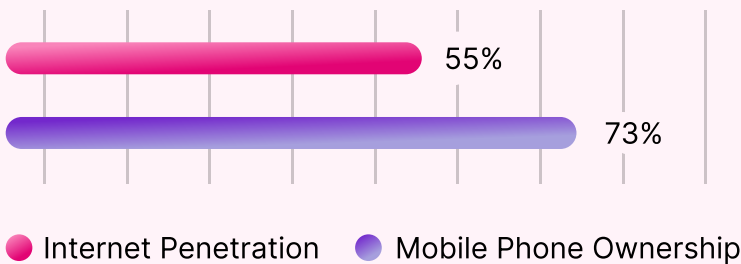
17 y

Median Age



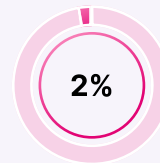
Gross Domestic Product (in \$)

473 billion



Credit Card Penetration

Mobile Money Account



10 millions



Sim Cards

219 millions

Prepaid Connections
> **96%**

Postpaid Connections
> **4%**



Main Telcos

Market share
(Mobile connections):

MTN

37%

airtel

29%

glo

28%

9

5%

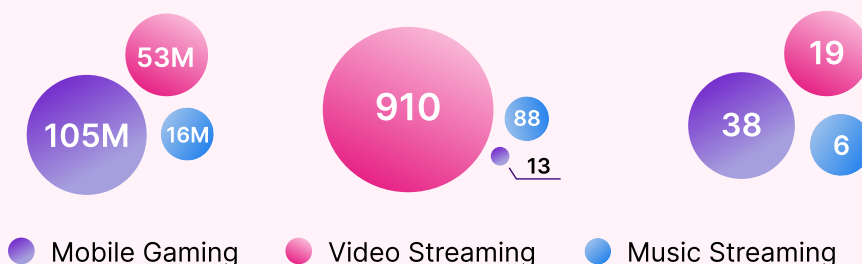


Digital Content Usage

Number of Users
(by 2027)

Revenue
(in millions of €)

User Penetration
(in %)



Share of Mobile Broadband Connections
(3G-4G-5G)

