

BENIN



Leandre Kanga
COUNTRY MANAGER

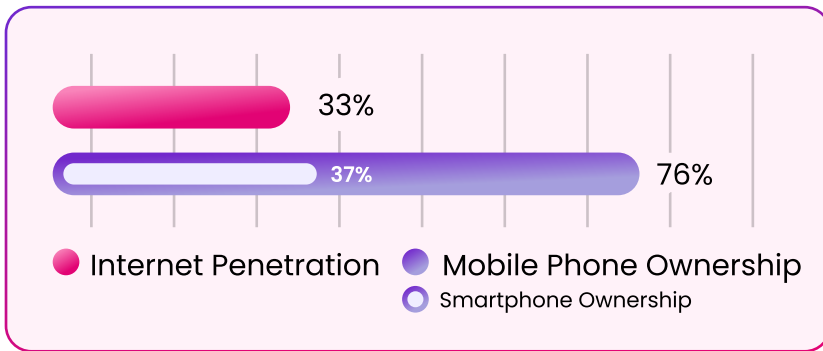


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Population **15M**

18y Median Age

Gross Domestic Product (in \$)
1.500 billion



Local Payment Methods

- Moov Money
- MTN Money
- Virtual Cards

Sim Cards

17.5 millions

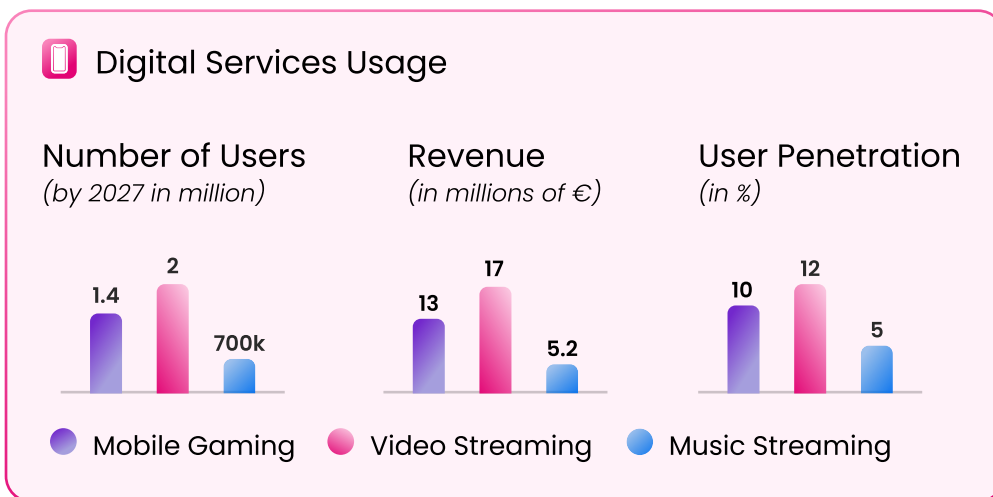
- Prepaid Connections > 97%
- Postpaid Connections > 3%

Main Telcos

Market share (Mobile connections)

- MTN: 39%
- Moov Africa: 31%
- celtiis: 30%

DIGITALVIRGO



Share of Mobile Broadband Connections

- 3G: 18%
- 4G: 36%
- 5G: 0%

Regulator



ARPU

\$4.20

Trends

- Short Videos/Microdramas
- Education
- Music (Download & Streaming)
- Mobile Gaming
- VOD (Nollywood and Local Series)