

GEORGIA



Ebru Tavasli
COUNTRY MANAGER



Connect
on LinkedIn



Population

3.8M

38_y

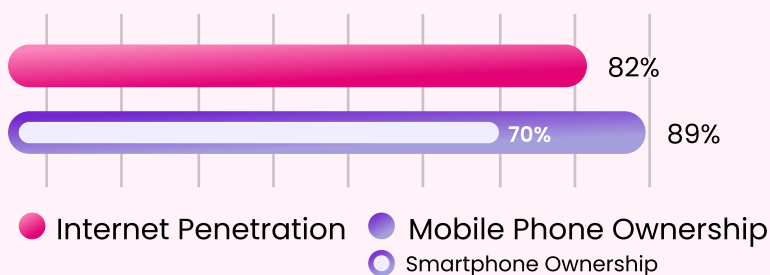


Median Age



Gross Domestic
Product (in \$)

9.500 billion



Local Payment Methods

Bank
Cards



Apple &
Google Pay



Online
banking



Sim Cards

6
millions

Prepaid Connections
> 79%

Postpaid Connections
> 21%



Main Telcos

Market share
(Mobile connections)



41%



36%



Cellfie

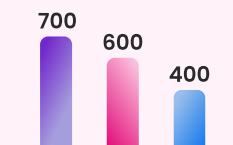
23%

DIGITALVIRGO

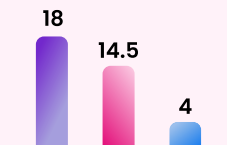


Digital Services Usage

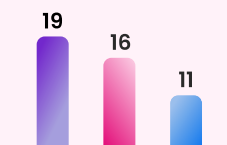
Number of Users
(by 2027 in thousands)



Revenue
(in millions of €)



User Penetration
(in %)



Mobile Gaming Video Streaming Music Streaming

Share of Mobile
Broadband
Connections

3G **12%**

4G **68%**

5G **10%**

Regulator



ARPU

\$4.90



Trends

Cloud Gaming

Mobile Gaming

Music Streaming

Sports

Language Learning / Online Courses

VOD

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