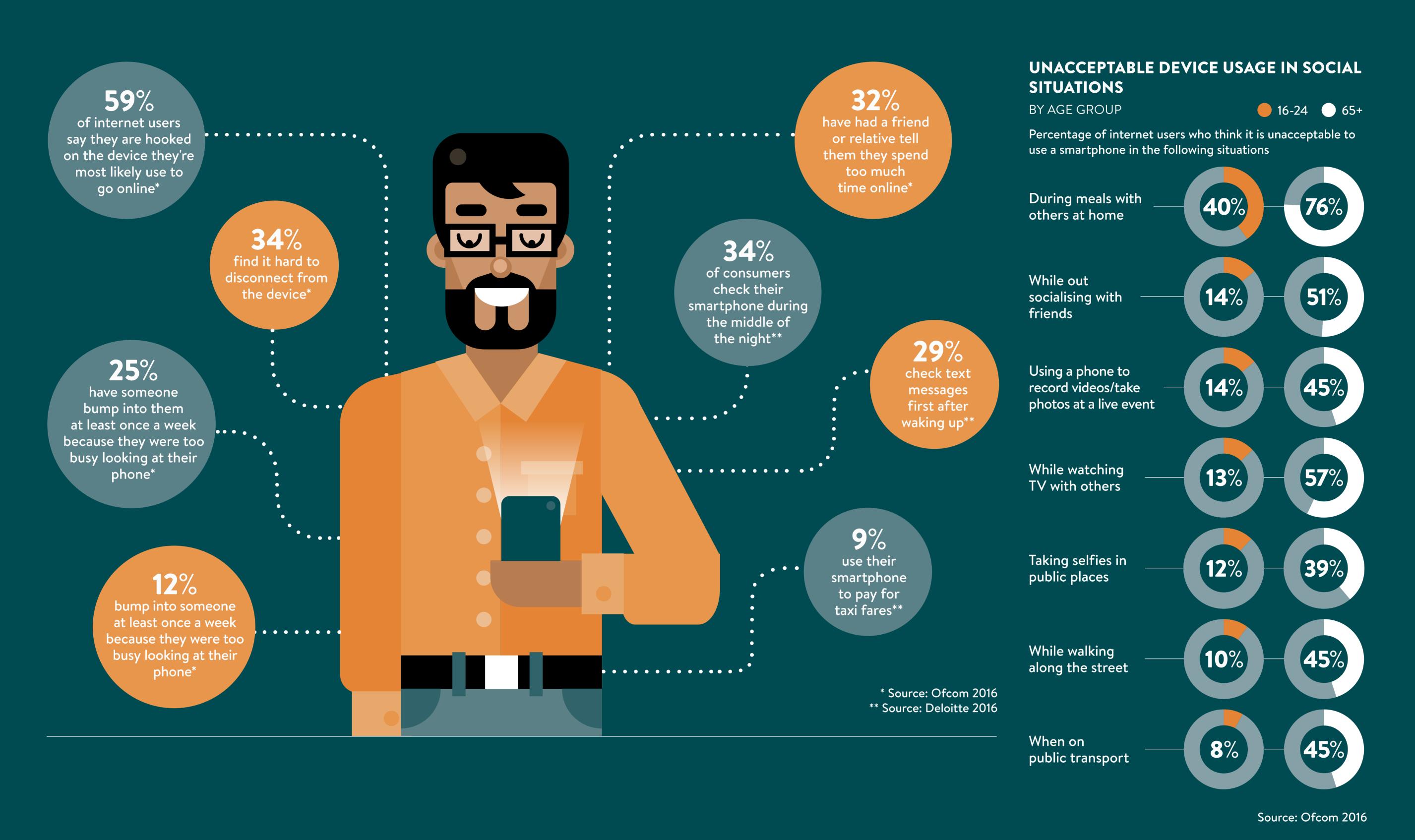
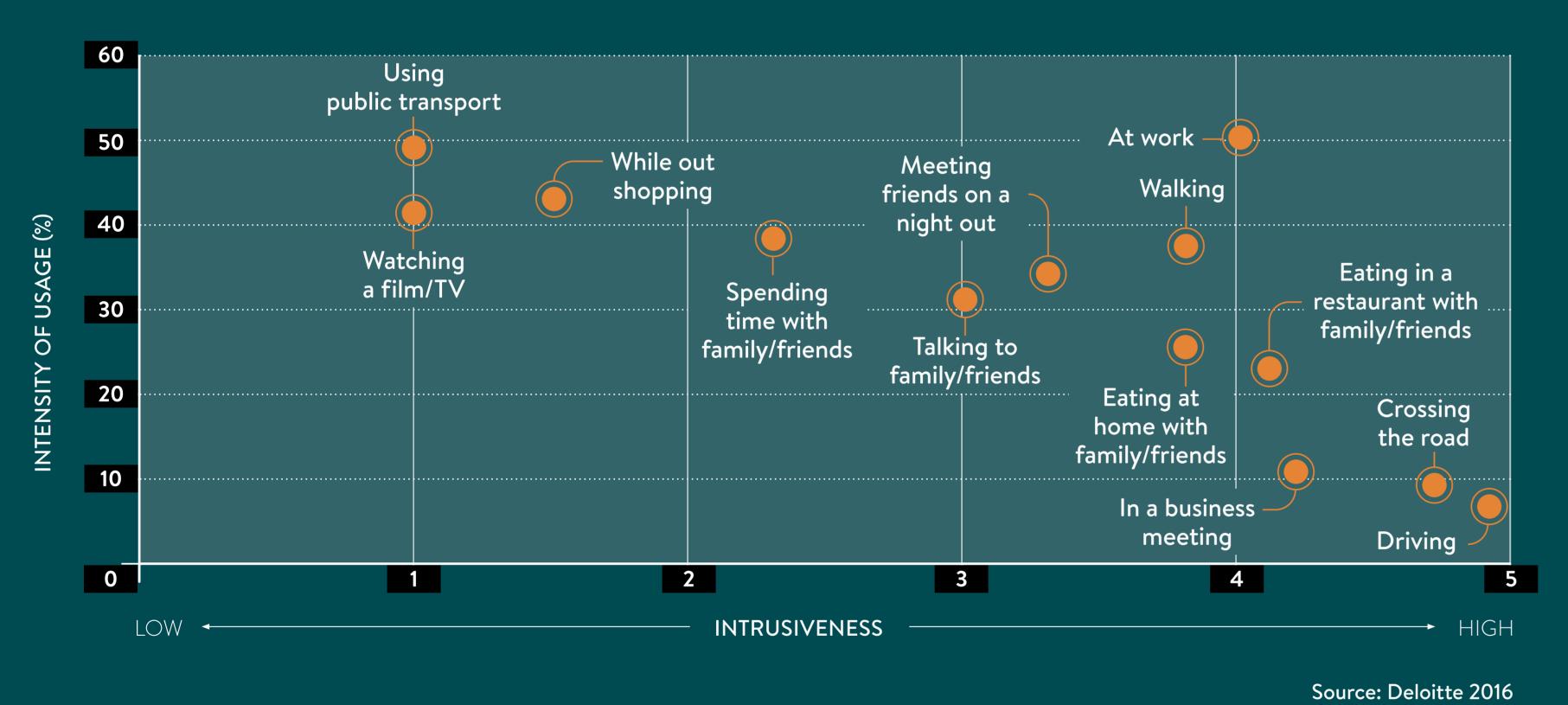
MOBILE ADDICTION IN THE UK



USAGE OF SMARTPHONE WHILE DOING OTHER ACTIVITIES

UK survey of people who own or have access to a smartphone only



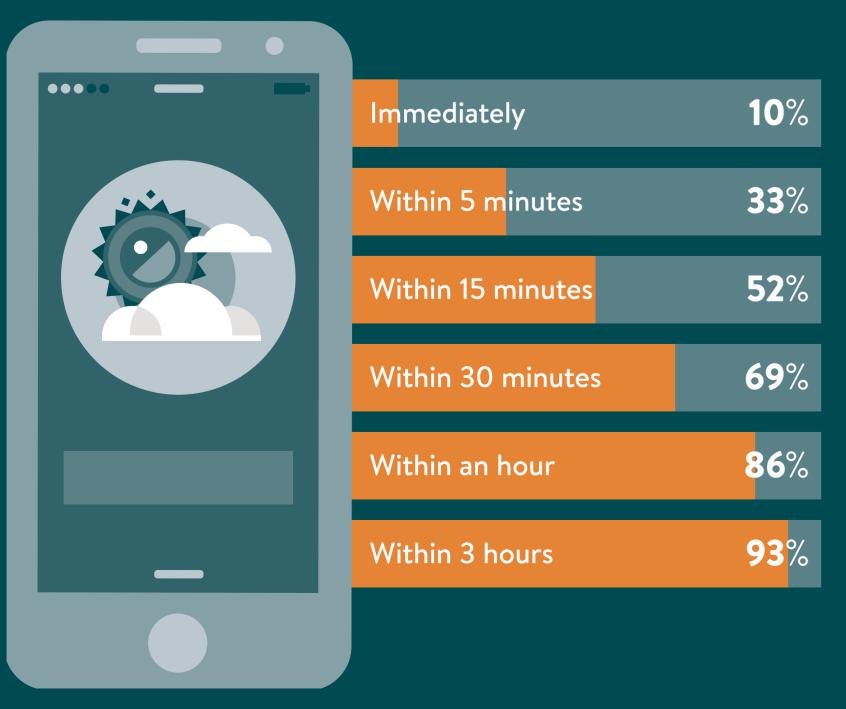
AVERAGE TIME SPENT A DAY USING A SMARTPHONE **HOURS: MINUTES** Actual 2018 Forecast 2017 2016 Includes all 2015 time spent on a smartphone, 2014 regardless of multi-2013 tasking 2012

Source: eMarketer 2016

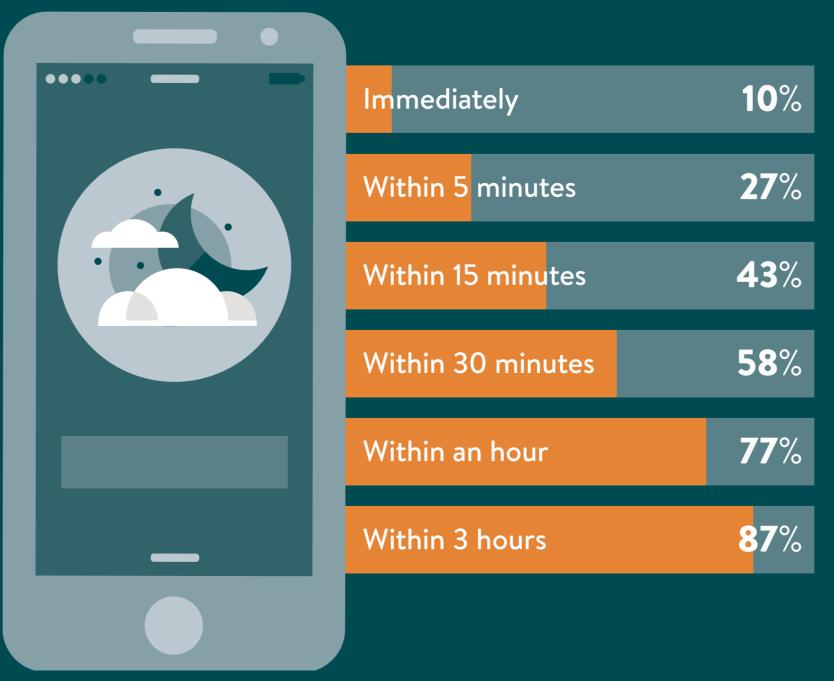
INTERVALS BETWEEN THE LAST CHECK OF A SMARTPHONE

UK survey of people who own or have access to a smartphone only

AFTER WAKING UP



BEFORE PREPARING FOR SLEEP



Source: Deloitte 2016

ACTIVITIES CHECKED ON A SMARTPHONE IN THE MIDDLE OF THE NIGHT

UK survey of people who own or have access to a smartphone only



22% Check the time

11%







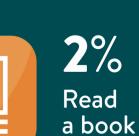














9% Check social media notifications

Check instant

messages









1% Respond to work e-mails



8% Check personal e-mails



3% Respond to personal e-mails



66% I don't check my phone during the night