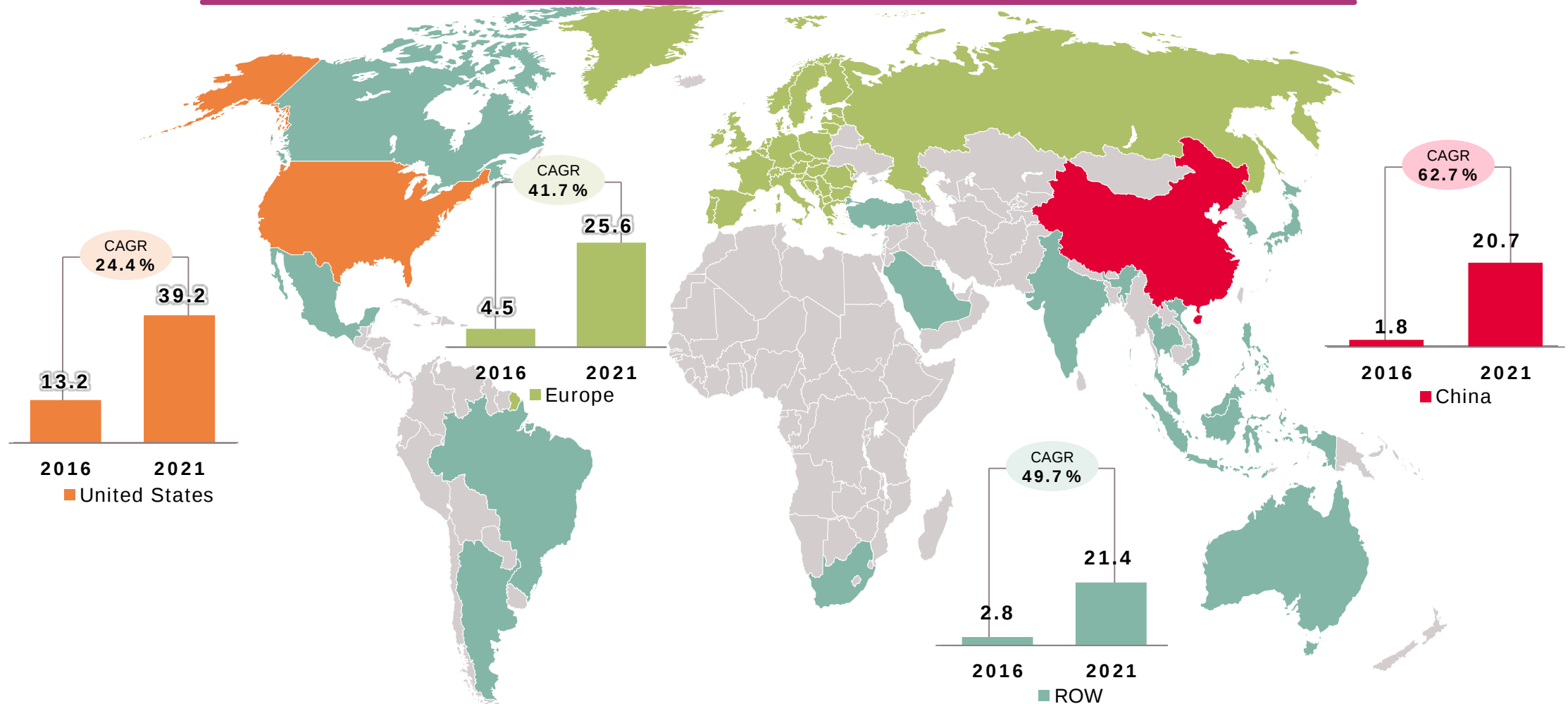


# The overall smart home market revenue is expected to grow at an average rate of 33.4% by 2021

Total Smart Home revenue by region (billion US\$)



Source: Statista; IHS Markit Home Appliances report – Feb. 2018

# Internet penetration and Data Privacy concerns will significantly influence the Smart Home devices adoption

## Internet penetration by region

### Europe



Broadband connection is the most common technology for accessing the internet in the EU: in 2016, 72% of the household population had a fixed and/or mobile broadband connection.

### United States



Broadband now accounts for virtually all (98%) of home internet service. As result, 82% of US households now have a broadband internet service

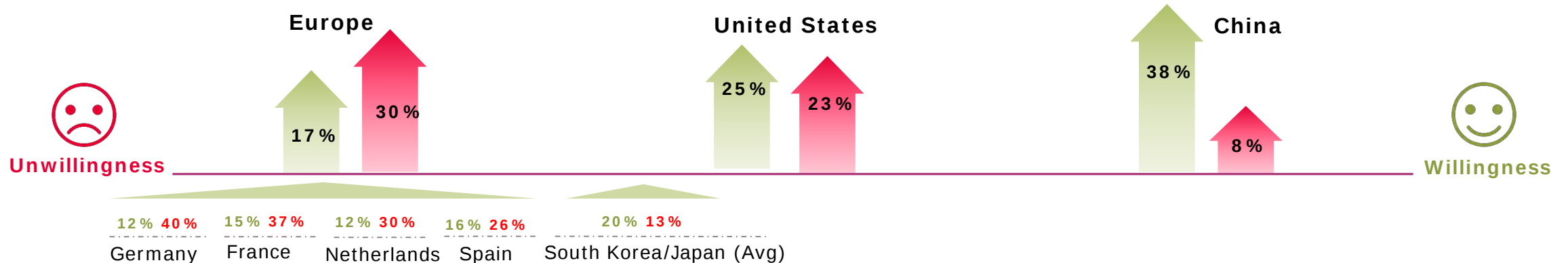
### China



Beijing – 77.8 %, Shanghai – 74.1 % , Guangdong 80.2 %

Large number of internet users and hefty local manufactures which will help to boost the uses of smart home devices in lower and middle income segments

## Willingness to share personal data



Source: Statista, \*numbers referred to FY2016; <https://www.chinainternetwatch.com> FY2017