

Market		Marketing (points)	Utility (points)	Authentication (points)
Saudi Arabia		4.55	1.15	1.15
Argentina		6.18	2.89	2.89
Brazil		6.25	0.68	0.68
Chile		8.89	2	2
Colombia		1.25	0.02	0.02
Egypt		10.73	0.52	0.52
France		14.32	3	3
Germany		13.65	5.5	5.5
India		1.07	0.14	0.14
Indonesia		4.11	2.5	2.5
Israel		3.53	0.53	0.53
Italy		6.91	3	3
Malaysia		8.6	1.4	1.4
Mexico		4.36	0.85	0.85
Netherlands		15.97	5	5
Nigeria		5.16	0.67	0.67
Pakistan		4.73	0.54	0.54
Peru		7.03	2	2
Russia		8.02	4	4
South Africa		3.79	0.76	0.76
Spain		6.15	2	2
Turkey		1.09	0.53	0.53
United Arab Emirates		3.84	1.57	1.57
United Kingdom		5.29	2.2	2.2
North America		2.5	0.4	0.4
Rest of Africa		2.25	0.4	0.4
Rest of Asia Pacific		7.32	1.13	1.13
Rest of Central & Eastern Europe		8.6	2.12	2.12
Rest of Latin America		7.4	1.13	1.13
Rest of Middle East		3.41	0.91	0.91
Rest of Western Europe		5.92	1.71	1.71
Other		6.04	0.77	0.77